

HIMACHAL PRADESH BOARD OF DEPARTMENTAL EXAMINATION

PAPER 4 (Industries)

Session: SEPT. 2020

Maximum Marks 100

Time allowed 3 hrs.

Note:-

- (i) Attempt any five questions.
- (ii) All questions carry equal marks.
- (iii) No text/ reference book except notification No. No. Ind.-A(F)2-2/2019-I dated 16th August, 2019 of the Department of Industries, H.P. vide which "Rules Regarding Grant of Incentives, Concessions and Facilities for Investment Promotion in Himachal Pradesh-2019" were notified is allowed.
- (iv) Answers should be in brief and to the point.

Q. 1 A partnership concern of two bonafide male Himachalies of age below 45 years intends to set up a fruit processing enterprises in category 'B' area. Proposed capital investment is Rs.40 Lakh (Land Rs. 5 lakh+ Technical Civil works Rs. 10 lakh + P&M Rs. 20 lakh + Other Fixed assets of Rs. 5 lakh) and proposed working capital/ CC limit is Rs. 20 Lakh. Describe:-

- (a) Under which scheme(s) you will guide the entrepreneurs to apply for availing State Government incentives, so that enterprise may avail maximum benefit of State Government incentives? (5)
- (b) Make a project profile of simple Financial Parameters only (cost of project, means of finance, debt equity ratio) by taking into account admissible capital investment subsidy {as you guided in (i) supra} and equity of 35% of project cost. (10)
- (c) What is Break Even Point and how it is determined/ calculated in project report? (5)

Q. 2 (a) How a Manager of DIC will provide the handholding support to an applicant who has filed online application under Prime Minister's Employment Generation Program (PMEGP); appraise the credentials of applicant & project online and what are qualifying criteria's for online recommending case to financing banks? (10)

(b) Describe in brief procedure being adopted and documents (10)

generally being required by a nationalized bank for financing a micro sector industrial enterprise of project cost of Rs. 25 lakh under PMEGP.

Q 3 The Hon'ble Prime Minister has recently launched a scheme for "Formalization of Micro Food Processing Enterprises (FME). Suppose you are working in DIC, Sirmaur and you have to submit a potential survey report to suggest one fruit /food products for under "One District One Product" concept:-

- (a) Draft an industrial survey by taking the hypothetical figures of production of fruit/ food grain/ vegetables? (10)
- (b) A brief road map for developing forward & backward linkages by involving self help groups, entrepreneurs, departments, institutions, universities etc. (10)

Q 4 How the role & functions of Store purchase organization changed over a period of time due to:-

- (A)
- (a) Introduction of e-tendering, instead of physical tenders. (5)
- (b) Introduction of Government e marketplace (GeM) portal by Government of India. (5)
- (B) What's your suggestion to ensure procurement of quality goods through Store purchase tendering and to provide marketing facilities to local industrial enterprises? (10)

Q 5 Write a short note on any of two:-

- (a) How the selling from brick and mortar retail (physical store) changed to e-commerce/ stores? What are advantages & disadvantages of e-selling? (10)
- (b) What steps a MSME enterprise is required to take for posting its products on sale on e-commerce sites like Amazon /Flipkart? (10)
- (c) What should be the marketing strategy of a fruit juice MSME enterprise to compete with MNC's in this trade? (10)
- (d) Suppose you are setting up bread making micro enterprises at Rampur Distt. Shimla. What would be your strategy to get market share in Rampur and Kinnaur district from established (10)

manufactures at Punjab & Haryana?

Q 6 Write a short note on any of two:-

- (a) Incentives available to EOUs for Promotion of Export under Industrial Policy 2019. (10)
- (b) Write names of any five Export Promotion Councils and name of products for which these councils are set up by Government of India for encouraging export. (10)
- (c) How State Government with the technical and marketing guidance of the Export Promotion Councils for Handicrafts (EPCH) can develop handicraft sector. (10)
- (d) What do you understand with term "Dry Port"? Is any Dry Port established/ being established in H.P.? (10)

Q 7 Write a short note on any of two:-

- (a) What options are generally available for Start-up's for getting its project financed for commercialization of it's prototype? (10)
- (b) What is the role of incubators in linking up incubates with financiers? (10)
- (c) What market incentives are available for Start-up's under Chief Minister's startup scheme? (10)
- (d) What you understand with Angle investors? (10)

Q 8 Suppose an unemployed youth approach you with the proposal to set up a Flour Mill with capital investment of Rs. 2:00 Cr. and WC of Rs. 1.00 Cr. How will you guide the prospective entrepreneur :-

- (a) In evaluating technical & financial viability of project? (5)
- (b) In evaluating available options for getting the project financed? (5)
- (c) In selection of suitable location vis-à-vis infrastructure requirement? (5)
- (d) About fiscal incentives under Industrial Policy 2019? (Suppose unit is being set up in industrial area located in category 'C' area notified under Industrial Policy, -2019). (5)

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