

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) A.B.M.

Semester	: VI (New)	Term	: Second	Academic Year	: 2022-23
Course No.	: BM 366	Title	: Entrepreneurship Development and Business Communication		
Credits	: 2 (1+1)				
Day & Date	: Tuesday, 11.07.2023	Time	: 14:00 to 16:00 hrs.	Total Marks	: 40

- Note :
1. Solve ANY EIGHT questions from SECTION 'A'.
  2. All questions from SECTION 'B' are compulsory.
  3. All questions carry equal marks.
  4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 What do you mean by entrepreneur and explain the characteristics of entrepreneur.
- Q.2 Enlist the identifying potential of entrepreneurs and explain in detail.
- Q.3 Define entrepreneurship and write down process of entrepreneurship development.
- Q.4 Define motivation and write down internal and external factors affecting on motivation.
- Q.5 What is meant by SWOT analysis? Explain SWOT analysis in detail.
- Q.6 Define market survey and write down steps in conducting market survey.
- Q.7 Explain in detail general information and project description guidelines which help in preparation of the project proposal.
- Q.8 Define communication and write down the process of communication.
- Q.9 Define advertising and explain types of advertisement in detail.
- Q.10 Define quality and explain total quality management process in small scale enterprises.

SECTION 'B'

Q.11 Fill in the blanks:

- 1) \_\_\_\_\_ applied the word 'Entrepreneur' to business for the first time.
- 2) 'Entrepreneurship is a creative activity' is said by \_\_\_\_\_.
- 3) EDP (Entrepreneurship Development Program) is required to help \_\_\_\_\_ entrepreneurs.
- 4) \_\_\_\_\_ type of entrepreneur utilizes a chance to introduce a new technique or new product.

Q.12 Expand the following abbreviation :

- 1) SIDO
- 2) NSIC
- 3) ROI
- 4) IRR

