MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester	: **VI (New)**	**Term**	: **II**	**Academic Year**	: **2012-13**
Course No.	: EXTN 364	**Title**	: **Entrepreneurship Development and Communication Skills**		
Credits	: 2 (1+1)				
Day & Date	: Wednesday, 17.04.2013	**Time**	: 09.00 to 11.00	**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 diagrams wherever necessary.

SECTION "A"

Q.1 State the need of market survey and discuss the aspects of survey.

Q.2 State and explain in brief the government schemes and incentives for promotion of Entrepreneurship.

Q.3 Explain the process of communication.

Q.4 Narrate in brief the types of advertisements.

Q.5 Explain the methods of identifying potential entrepreneur.

Q.6 What is Entrepreneurship? Explain the process of Entrepreneurship Development.

Q.7 What do you mean by SWOT analysis?

Q.8 Define Advertising. Enlist the types of advertisement and give the specifications of good advertisements.

Q.9 Define project. Give the aspects of formulation of project report.

Q.10 Write short notes on:
1) Ideal entrepreneur
2) Primary fun options of advertisements

SECTION "B"

Q.11 Fill in the blanks.
1) The term entrepreneur was coined by _____.
2) The word communication is originated from the Latin word _____.
3) _____ is the art of influencing human action towards buying.
4) In SWOT analysis "S" stands for _____.

Q.12 State True or False.
1) Advertising raises the standard of living of the public.
2) The advertising benefits the manufacturer, middleman, consumer, sales man and society.
3) Communication is the exchange of only new ideas.
4) The book entitled 'Trainers manual on developing entrepreneurial motivation is written by A.K.Singh, Lahhan Singh and R. Roy Burman

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