MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION
B.Sc. (Agri.)

Semester	: **VI (New)**	**Term**	: **II**	**Academic Year**	: **2016-17**
Course No.	: EXTN 364	**Title**	: **Entrepreneurship Development and Communication Skills**		
Credits	: 2 (1+1)				
Day & Date	: Friday, 05.05.2017	**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 What is Entrepreneurship? Explain the process of Entrepreneurship Development.

Q.2 Define communication? Explain in detail the process of communication.

Q.3 What do you mean by SWOT analysis? Explain in brief about it.

Q.4 Define Advertising. Enlist the types of advertisement and give the specifications of good advertisements.

Q.5 Define entrepreneurs and explain the characteristics of entrepreneurs.

Q.6 Write short notes.

1) Ideal entrepreneur

2) Primary functions of Advertisement.

Q.7 Define market survey. Describe the step conducted for the market survey.

Q.8 What are the steps taken by the Government to provide incentives for entrepreneurship?

Q.9 Define project. Give the aspects of formulation to provide incentives for entrepreneurship.

Q.10 Write short notes.

1) Components of advertisement

2) Writing skill

SECTION "B"

Q.11 Fill in the blanks.

1) The term entrepreneur was coined by_____.

2) The word communication originated from the Latin word_____.

3) The book entitled 'Dimensions of Agricultural Extension' is written by_____.

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 word Advertising originated from the Latin word advert.

3) Communication is the exchange of only new ideas.

4) Advertising benefits the manufacturer, Middleman, Consumer, Salesman and the Society.

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