MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hons.) Agriculture/ Forestry

Semester	: **V (New)**	**Term**	: **I**	**Academic Year**	: **2019-20**
Course No.	: EXTN 355	**Title**	: **Entrepreneurship Development and Business Communication**		
Credits	: 2 (1+1)				
Day & Date	: Thursday, 07.11.2019	**Time**	: 14.00 to 16.00	**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 Explain the characteristics of an entrepreneur.

Q.2 Narrate in brief the types of advertisements.

Q.3 What do you mean by SWOT analysis?

Q.4 Define Advertising. Describe the elements of advertisement.

Q.5 What is entrepreneurship? Explain the process of entrepreneurship development.

Q.6 State the objectives of market survey. Discuss the aspects of survey.

Q.7 Describe the phases of entrepreneurial venture.

Q.8 Enlist the steps in setting small enterprise.

Q.9 Define business communication. Explain most important Business Communication Skills.

Q.10 Explain the importance of the entrepreneurship development programme.

SECTION "B"

Q.11 State True or False.

1) The book entitled " Dimensions of Agricultural Extension" is written by A.K.Singh, Lakhan Singh and R.Roy Burman.
2) The advertising benefits the manufacturer, middleman, sales man and society.
3) Communication is the exchange of any ideas among the people.
4) Product, Price, Place and Promotion are the elements of marketing mix.

Q.12 Fill in the blanks.

1) KVIC means _____.
2) _____means a process of stimulating people to action to accomplish desired goals.
3) _____is symbolic representation of a company.
4) _____is the ability to bring something in a better way for the society.

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