MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Agriculture / B.Sc.(Hons.) Forestry

Semester	: V (New)	Term	: First	Academic Year	: 2022-23
Course No.	: EXTN 355	Title	: Entrepreneurship Development and Business Communication		
Credits	: 2(1+1)				
Day & Date	: Saturday, 04.02.2023	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 Define entrepreneur. Enlist and explain in brief the characteristics of entrepreneur.

Q.2 State and explain in brief the external and internal motivating factors for entrepreneurship development.

Q.3 What are the objectives of market survey?

Q.4 Enlist and explain in brief the layout or components of advertisement.

Q.5 What is the importance of Entrepreneurship Development Programme?

Q.6 Write down in brief about SWOT analysis.

Q.7 What is market survey? Write in brief about steps for conducting market survey.

Q.8 List out the basic steps for starting a business.

Q.9 Enlist the different communication skills required for entrepreneurship.

Q.10 Write short notes on (Any Two):

a) Advantages of SWOT

b) Functions of Advertisement

c) Time Management

SECTION 'B'

Q.11 Do as directed:

1) The word 'Entrepreneur' is derived from a Latin word. (Write True or False)
2) MUDRA (Give full form).
3) _____ is the ability to reason and to apply simple numerical concepts. (Fill in the blank)
4) Enlist any two types of advertisement.

Q.12 Define the following terms:

1) Business communication
2) Advertisement
3) Supply chain management
4) Motivation

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