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	: 2023-24
Course No.	: EXTN 355	Title	: Entrepreneurship Development and Business Communication		
Credits	: 2 (1+1)				
Day & Date	: Thursday, 7.12.2023	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 Enlist the characteristics of an entrepreneur. Explain any two of them.

Q.2 Define communication. Explain in brief the process of communication.

Q.3 Explain in brief about SWOT analysis of organization.

Q.4 Explain in brief the steps of conducting market survey.

Q.5 Enlist the different incentives for promotion of small scale industries provided by government and explain any one in brief.

Q.6 What are the basic steps for starting a business? Explain decision stage.

Q.7 What is the importance of entrepreneurship development programme?

Q.8 Enlist the features of good oral presentation. Explain any two with examples.

Q.9 Define advertisement. Explain the components of advertisement in brief.

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

a) Communication skill for entrepreneurship

b) Time management

c) Formulation of project

SECTION 'B'

Q.11 Define the following terms:

1) Entrepreneur
2) Market survey
3) Supply Chain Management (SCM)
4) Motivation

Q.12 Do as directed :

1) Who started the first EDPs in the year 1978?
2) Slogans are arguments for products or services. (State True or False)
3) The word 'Entrepreneur' is derived from which French word?
4) Write the full form of SMEs.

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