

**MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD
SEMESTER END THEORY EXAMINATION**

B.Sc. (Hons.) Agriculture/ Forestry

Semester	: V	Term	: First	Academic Year	: 2024-25
Course No.	: EXTN 355	Title	Entrepreneurship Development and Business Communication		
Credits	: 2 (1+1)				
Day & Date	: Tuesday, 15.10.2024	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 SWOT analysis. Write in brief about SWOT analysis.
- Q.2 Define Entrepreneur. Enlist all the characteristics of Entrepreneur. Explain any four in brief.
- Q.3 What do you mean by Market survey? State and explain in brief the steps in conducting market survey.
- Q.4 List out the basic steps for starting a business.
- Q.5 Enlist external and internal motivating factors for entrepreneurship development. Explain in brief the potentials which makes an individual good entrepreneur.
- Q.6 Define Entrepreneurship. Explain in detail the process of entrepreneurship development with suitable diagram.
- Q.7 Enlist the different communication skills required for entrepreneurship.
- Q.8 Enlist and explain in brief the layout or components of advertisement.
- Q.9 Define Project. What are the objectives of market survey?
- Q.10 Write short notes on:
- a) Process of supply chain
 - b) Essentials of good business letter

SECTION 'B'

- Q.11 Define the following terms:
- 1) Motivation
 - 2) Business communication
 - 3) Advertisement
 - 4) Supply Chain Management
- Q.12 Give the full form of the following abbreviations:
- 1) SIDO
 - 2) NISIET
 - 3) NIESBUD
 - 4) IIE

