

SEMEATER END THEORY EXAMINATION

B. Sc. (Hons.) Agriculture

Semester :- V (New)

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Course No : EXTN- 355

Credits :- 1+1= 2

Marks : 40

Title: Entrepreneurship Development and Business Communication

MODEL ANSWER

SECTION – A

Q. 1. Characteristics of an entrepreneur

1. Risk taking
2. Creativity and innovation
3. Achievement motivation
4. Personal drive and energy
5. Self confidence
6. Taking initiative
7. Seeking feedback of own efforts
8. Seeking personal responsibility
9. Enduring involvement
10. Orientation towards future goals
11. Money as measure of performance
12. Systematic planning
13. Dealing with failure
14. Leadership
15. Utilization of resources
16. Social networking
17. Adventurous
18. Tolerance to ambiguity

Q. 2. Types of advertisements

- ✓ Consumer advertisements
- ✓ Classified advertisements
- ✓ Public service advertisements
- ✓ Industrial advertisements
- ✓ Institutional advertisements
- ✓ Product advertisements

Q. 3. **SWOT analysis** – Quality assessment. Scientific methodology to assess status of an organization in respect of its probability of sustaining and succeeding

- Strength
- Weaknesses
- Opportunities
- Threats

Q. 4. **Advertising** – is the dissemination of information concerning an idea/ product services to induce people to act according to the interest of advertiser.

Elements

- ✓ Visuals
- ✓ Slogans
- ✓ Headline
- ✓ Body
- ✓ Illustration
- ✓ Logo
- ✓ Colour

Q. 5. Entrepreneurship is any purposive activity that initiates, maintains or develops a profit-oriented business in interaction with the internal situation of the business, or with the economic, political and social circumstances surrounding the business.

Process of entrepreneurship development -Community level

- Stimulatory phase
- Support phase
- Sustaining phase

Process of entrepreneurship development -Individual level

- Entrepreneurial quality and motivation
- Capability of enterprise launching/ resourcing
- Ability for enterprise management
- Sense of responsibility to society

Q. 6. **Objectives of market survey**

- To mirror the market and its status
- To present company with reliable, accurate and objective picture of condition prevailing in market.
- To prepare company for emerging situation by forecasting market trends
- To fulfill the survey mission.

- To obtain feedback about the product and services.
- To establish the salability and marketability of the product.

Aspects of survey

- General market condition and trends
- Available product their characteristics and potential.
- Demand and supply situation and gap.
- Experiences of company product and services.
- Performance of company sales.
- Consumer response

Q. 7. Phases of entrepreneurial venture

- ✓ Preparation
- ✓ Incubation
- ✓ Idea generation
- ✓ Identification of enterprise
- ✓ Initiation or creation of enterprise
- ✓ Nurturing of enterprise
- ✓ Conducting transition phase

Q. 8. Steps in setting small enterprise

- Decision to start business
- Analyzing the strength and weaknesses
- Product selection
- Form of ownership
- Location
- Technology
- Machinery and equipment
- Project report
- Finance
- Power connection
- Installation of machinery
- Recruitment of manpower
- Raw material
- Production
- Marketing
- Quality control

Q. 9. Business Communication is any communication used to promote a product, service, or organization – with the objective of making sale.

∴ In business communication, message is conveyed through various channels of communication including internet, print (publications), radio, television, outdoor, and word of mouth.

Most Important Business Communication Skills

- Active listening skills
- Writing skills
- Verbal skills
- Interpersonal communication skills
- Teamwork skills
- Presentation skills
- Selling skills
- Negotiation skills
- Networking skills

Q. 10. Importance of entrepreneurship development programme.

- Rapid industrial development
- Reduction in regional industrial imbalance
- Optimum utilization of available local resources
- Reduction in unemployment and poverty problems
- Protection of entrepreneurs from industrial monopoly
- Generation of new sources of income for government
- Progress and expansion of social wealth
- Development of entrepreneurial opportunities

SECTION - B

Q. 11. State whether True or False

1. True
2. True
3. True
4. True

Q. 12. Fill in the blanks

1. Khadi and Village Industries Commission
2. Motivation
3. Logo
4. Creativity

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Signature of Course Instructor



Signature of University Head of the Department

Name: Dr. V. J. Tarale

Name:

Phone No. 0231

Mob. 9420861879

Phone No,

Mob.

2609851

2418