## **MODEL ANSWER**

## DR. PANJABRAO DESHMUKH KRISHI VIDYAPEETH, AKOLA SEMESTER END THEORY EXAMINATION

B. Sc. (Hons) Agriculture/Forestry

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Semester: V (New) Term : I Academic Year: 2020-21

Course No.: EXTN-355 Title : Entrepreneurship Development and

Credits: 2 (1+1) Business Communication

Day & Date: Monday 18.01.2021 Time: 15.00 to 16.00 Total Marks: 40

Note: 1. Solve ANY FOUR questions from SECTION "A"

- 2. Solve ANY SIX questions from SECTION "B"
- 3. All questions from **SECTION** "C" are compulsory.
- 4. Send the PDF file of answer sheet to the email id of respective course teacher.

SECTION "A"			
(Write the answer in 4-5 sentences only. Each question carries 4 marks) Q.1. Enlist the characteristics of an entrepreneur. Explain any one in brief.			
Ans	Emist the characteristics of an entrepr	eneur. Explain any one in brief.	
7 1113	Characteristics of an entrepreneur:	8. Taking initiative	
	(Any Seven)	9. Interpersonal relationship	
	1) Self control	10. Emotional stability	
	2) Self confidence	11. Risk taking	
	3) Sense of urgency	12. Information seeking	
	4) Comprehensive awareness	13. Leadership	
	5) Realism	14. Use of resources	
	6) Conceptual ability	15. Decision making	
	7) Achievement motivation		
	Need to explain accordingly		
Q.2	Give the steps in conducting market survey and explain short.		
Ans	Steps in conducting market survey.	-	
	1) Defining objectives		
	2) Sampling plan		
	3) Preparing questionnaire		
	4) Collection and analysis of data		
	5) Reporting		
	Need to explain the steps in one or two statements only		
Q.3	1	nts to be considered in SWOT analysis of	
	any organization.		
Ans		generating strategies alternatives from a	
		corporate level and to the business unit level.	
	SWOT:		
	S - Strength		
	W - Weakness		
	O - Opportunities		
	T - Threats		

	Give the points accordingly.	
Q.4	Enlist the steps for preparation of project proposal. Describe any one in brief.	
Ans	Steps for preparation of project proposal	
	1) Project Title 2) Organization submitting proposal	
	3) General information of the application organization	
	4) Project description 5) Project budget	
	6) Expected results 7) Documents	
	Need to explain accordingly	
Q.5	Enlist the different types of letters useful for entrepreneur and highlight the basic	
	tips for writing a business letter.	
Ans	Business letter, Letters of inquiry, quotation, orders, tenders, offer letter, complaint	
	letters etc.	
	Basic tips for writing a business letter about the paper, colour, size, margins, spacing,	
	salutation, complementary close, subject line, signature, etc.	
	Need to explain accordingly	
	SECTION "B"	
0.6	(Write the answer in one sentence only. Each question carries 2 marks)  Define the following terms	
Q.6 1.	Communication:	
1.	Communication is the process by which two or more people exchange ideas, facts,	
	feeling or impressions in ways that each gains a common understanding of meaning,	
	intent and use of message.	
2.	Entrepreneurship	
	Entrepreneurship is any proposal activity that initiates, maintains or develops a profit	
	oriented business in interaction with the internal situation of the business, with the	
	economic, political and social circumstances surrounding the business.	
3.	Commercialization	
	It is the process or cycle of introducing a new product into the market. The actual	
	launch of a new product is the final stage of new product development and the one	
	where the most money will have to be spent for advertising, sales promotion and other	
	marketing efforts.	
4.	Advertisement	
	Advertisement is a mass and paid communication of goods, services, or ideas by an	
	identified sponsor. OR It is non personal mass communication announcing the sale of	
E	goods or services.	
5.	Supply chain management (SCM)  Supply chain management (SCM) represents the management of the entire set of	
	Supply chain management (SCM) represents the management of the entire set of production, manufacturing/transformations, distribution and marketing activities by	
	which a consumer is supplied with a desired product.	
6.	Oral presentation skill	
U.	Oral presentation skill is the practice of showing and explaining the content of a topic	
	to an audience or learner.	
7.	Planning	
£. •.	Planning is an integral part of any fruitful activity. Planning the enterprise involves	
	selecting objectives and strategies, policies, programmes and procedure for achieving	
	them.	
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	SECTION "C"		
	(Choose the correct option. Each question carries 1 mark)		
Q.7.	Multiple choice questions		
1.	The first EDP was started byin the year 1978?		
	a) Central Bank of India b) State Bank of India c) Reserve Bank of India		
	d) None of these		
2.	The word entrepreneur is derived from which French word.		
	a) <b>Entreprendre</b> b) Entrepreneur c) Entrepreneurship d) None of the above		
3.	Write the full form of SMEs.		
	a) Small and medium entrepreneur b) Small and medium enterprise		
	c) Small and medium entrepreneurship d) None of the above		
4.	The person who starts the process of communication is called as		
	a) Communicator b) Motivator c) Innovator d) Leader		
5.	A questionnaire is used for		
	a) Collection of data b) Analysis of data c) Tabulation of data d) Presentation of		
	data		
6.	help you determine the source of a problem and find an effective solution.		
	a)Problem-solving skills b) Managerial skill c) Leadership skills d) None of these		
7.	is the ability to accurately receive and interpret messages in the		
	communication process.		
	a) Listening skills b) Leadership skills c) Managerial skills d) Presentation skills		
8.	Skills you use when organizing other people to reach a shared goal are called		
	a) Listening skills b) <b>Leadership skills</b> c) Managerial skills d) Presentation skills		
9.	is a process for bringing ideas into reality.		
	a) Ideas incubation b) Idea generation c) Commercialization d) None of these		
10.	Full form of EDPs		
	a)Entrepreneurship Development Programme b) Entrepreneurship District		
	Programme c) Enterprise Development Programme d) None of these		
11.	Which of the following is not the principle of TQM		
	a) Produce quality work the first time b) Neglect the customer c) Have a strategic		
	approach to improvement d. Improve continuously		
12.	Which of the following are phases in Process of Entrepreneurship Development		
	a) Stimulatory phase b) Support phase c) Sustaining phase d) All the above		

**Signature of Course Instructor** 

**Signature of Head of the Department** 

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