## MODEL-ANSWER

## MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE SEMESTER END EXAMINATION

B. Sc. (Hons.) Agriculture

: V (NEW) Semester

Academic Year

2022-23

Course No.

: EXTN-355

Title : Entrepreneurship Development and **Business Communication** 

Credits Day & Date

: 2(1+1)

Time: 2.00 hrs

Total Marks :

Solve ANY EIGHT questions from SECTION"A".

2. All questions from SECTION"B" are compulsory

3. All question carry equal marks.

4. Draw neat diagram wherever necessary.

## SECTION "A"

Q.1	Define entrepreneur. Enlist and explain in brief the characteristics of
	entrepreneur.
Ans.	Entrepreneur(Any Definition: 1 mark)
	Entrepreneur is a person who organizes productive resources to make goods and
	services OR
	Entrepreneur is a person who takes the risk of starting a new organization or
	introducing a new idea, product or service to society.
	Characteristics of entrepreneurs (3 marks)
	1. Self control 2. Self Confidence
	Sense of urgency     Comprehensive awareness
	5. Realism 6. Conceptual ability
	7. Status requirement 8. Interpersonal relationships
•	9. Emotional stability 10. Risk taking ability
	11. Change and uncertainty 12. Decision making etc.
Q.2	State and explain in brief the external and internal motivating factors for
	entrepreneurship development.
Ans.	The motivating factors for entrepreneurship development are, (4 marks)
	A. Internal factors
	Educational background
	2) Occupational experience
	3) Desire to work independently and Desire to branch out to manufacturing
	4) Family background  B. External factors
	1) Assistance from Government
	2) Assistance from financial institutions
	3) Availability of technology / raw material
	4) Other factors of production
Q.3	What are the objectives of market survey?
Ans.	Objectives of market survey (Any eight for four marks)
	Maintain competitiveness
	Analyze market size
	Analyze Customer need to develop a new product
	Regulation of price
	Effective promotion or launching a new project or product line     Distribution Channel Management
	Distribution Channel Management
	EXTN- 355 (NEW)- SDP

-	(clote)
	To study customer capabilities(investment, attributes, buying potential etc.)     Minimizing the risk
	To study customer capabilities(investment, attribute)
-1	Minimizing the risk     for a certain product.
	Improving the level of success 101 a certain p
	To increase sales of product  Enlist and explain in brief the layout or components of advertisement.  Yellow the following the level of sales and explain in brief the layout or components of advertisement.
Q.4	Enlist and explain in brief the layout or components 4marks)
Ans.	Layout or components of advertisement
1	1. Headline 2. Indistrations
	4. Body or Text 5. Slogans6. Logo
Q.5	What is the in the CE than renewishin Development Programme
Ans.	Importance of Entrepreneurship Development Programme (4 marks)
_ 1	Creation of employment opportunity
	Reducing social tension among youth
1	Improvement in per capita income
	Improvement in the standard of living
1	Economic independence
	Balanced regional development
	Capital formation
	• Innovations in enterprises
	Utilization of local resources
, '	• Rapid civilization
-	<ul> <li>Creation of sources of revenue and income for Government</li> <li>Facilitating overall development</li> </ul>
Q.6	- admitted over all development
Ans.	Write down in brief about SWOT analysis.
Alis.	SWOT analysis (1 mark for each)
ļ	SWOT analysis is a quality assessment of Industrial business and any profit
	and non-profit organizations management and institutions through a scanning
	process of the internal and external environment as a part of strategies planning.  1. Strength  2. Weakness  3. Opportunities  4. Threats
Q.7	What is market survey? Write in brief about steps for conducting markets
	survey.
Ans.	
Alis.	Market Survey :(Any Definition: 1 mark)
-	It is an objective and systematic collection, recording, analysis and interpretation
	of data about existing or potential markets for a project/ service.
	Steps for conducting market survey: (3 marks)
	1. Defining objective
	2. Sampling plan
	3. Preparing Questionnaire
	4. Collect and analyses data
	5. Reporting
Q.8	List out the basic steps for starting a business.
Ans.	The basic steps for starting a business. (4 marks)
3	• Decision
The state of	Analyzing own SWOT
W. F.	Decide the product
77	Decide the Form of ownership
	Decide the Location of business
1	<ul> <li>Decide Technology, machinery and equipment's to be used</li> </ul>
	Preparation of project report
	Arrangement for Finance/ Capital
L	

-	Source of power
	Installation of machinery and equipment's
	Raw material arrangement
	Skill / unskilled Staff recruitment
	• Production
	Marketing
	Quality control and assurance     Quality control and assurance
Q.9	• Quality control and assurance  Enlist the different Communication skills required for entrepreneurship  Output  Description: A few entrepreneurship (4 marks)
Ans.	Communication skills required for entrepreneurs 1
	Written communication skill
	Verbal communication skill
	Investigating and analysing skill
	Planning and Organizing skill
	Negotiating and persuading skill
1	Cooperative skill (Team work)
	Leadership and Numeracy skill
	Leadership Skills     Skills
	• Speaking Skills
	<ul> <li>Listening Skills</li> <li>Organizational skill</li> </ul>
	A constal abilla
	Managerial skills     Problem solving skill
Q.10	(1) (1 montes)
10.1	1 A American of SWOT (2 marks)
10.1	
- "	<ul> <li>An entrepreneur can know in which field, there is defined.</li> <li>An entrepreneur can make an analysis as to develop a completely new product,</li> </ul>
	the property brought about in the Diocess of productions
1	Chart term mission and long term mission of the organizations
	Alternatives can be selected and decided to exploit opportunities
	Description can be given to different goals
	Plans can be formalized for effective communication & implementation
	Expansion of the range of services and benefits.
}	• Expansion of the range of services and the range of services are range of services and the range of services and the range of services and the range of services are range of services and the range of services and the range of services and the range o
	Competitor's strategies can be known.
10.2	2. Functions of Advertising (2 marks)
	Promotion of new product
	Support to personal selling
	Brand patronage
	Immediate buying action
	• Pre-sale of goods
	Dealer Support
10.3	3. Time Management (2 marks)
	• Good time management leads to improved efficiency and productivity, less
	stress, and more success in life.
	Benefits of Time Management Implications of Poor Time Management
	1. Stress relief / reduces anxiety   1. Poor workflow
	2. More time to spend 2. Wasted time
	3. More opportunities 3. Loss of control
	4. Ability to realize goals 4. Poor quality of work
	5 Poor reputation
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## SECTION "B"

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Q.1	1 Do as directed (4 marks)
1	D. Lee
2	. Micro Units Development and Refinance Agency Ltd.
3	. Numeracy
4	The types of advertisement are, (Any 2)  a. Product oriented b. Public Service oriented c. Institutional
Q.12	Define the following terms. (4 marks)
1	
1	to meamate a product service of organization with an object.
2	Advertisements: Advertising is a mass and paid communication of goods,
1	Gaminag or ideas by an identified spansorer OR
	It is non personal mass communication announcing the sale of goods or services.
3	Supply chain management is the integration of suppliers, distributors and
· · · ·	customer logistics into one cohesive process.
4	Motivation: Motivation is a process of stimulating the person towards action to
	accomplish desired goal.

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Signature of Course Instructor

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