

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION
B. Sc. (Hons.) Agriculture

Semester : V (NEW)
Course No. : EXTN- 355
Credits : 2 (1+1)
Day & Date :

Academic Year : 2022-23
Title : Entrepreneurship Development and Business Communication
Time : 2.00 hrs
Total Marks : 40

- Note :
1. 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.	<p>Entrepreneur(Any Definition: 1 mark)</p> <p>Entrepreneur is a person who organizes productive resources to make goods and services. OR</p> <p>Entrepreneur is a person who takes the risk of starting a new organization or introducing a new idea, product or service to society.</p> <p>Characteristics of entrepreneurs (3 marks)</p> <ol style="list-style-type: none"> 1. Self control 2. Self Confidence 3. Sense of urgency 4. 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.	<p>The motivating factors for entrepreneurship development are, (4 marks)</p> <p>A. Internal factors</p> <ol style="list-style-type: none"> 1) Educational background 2) Occupational experience 3) Desire to work independently and Desire to branch out to manufacturing 4) Family background <p>B. External factors</p> <ol style="list-style-type: none"> 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.	<p>Objectives of market survey (Any eight for four marks)</p> <ul style="list-style-type: none"> • 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

EXTN- 355 (NEW)- SDP

	<ul style="list-style-type: none"> • Source of power • Installation of machinery and equipment's • Raw material arrangement • Skill / unskilled Staff recruitment • Production • Marketing • Quality control and assurance 		
Q.9	Enlist the different Communication skills required for entrepreneurship		
Ans.	Communication skills required for entrepreneurship(4 marks) <ul style="list-style-type: none"> • Written communication skill • Verbal communication skill • Investigating and analysing skill • Planning and Organizing skill • Negotiating and persuading skill • Cooperative skill (Team work) • Leadership and Numeracy skill • Leadership Skills • Speaking Skills • Listening Skills • Organizational skill • Managerial skills • Problem solving skill 		
Q.10	Write short notes (Any two) (4 marks)		
10.1	1. Advantages of SWOT (2 marks) <ul style="list-style-type: none"> • An entrepreneur can know in which field, there is demand • An entrepreneur can make an analysis as to develop a completely new product, or to just change the existing product. • There can be improvements brought about in the process of production. • Short term mission and long term mission of the organizations can be framed. • Alternatives can be selected and decided to exploit opportunities • Priorities can be given to different goals • Plans can be formalized for effective communication & implementation • Expansion of the range of services and benefits. • The social, political, legal, economic, technological factors can be analysed. • Competitor's strategies can be known. 		
10.2	2. Functions of Advertising (2 marks) <ul style="list-style-type: none"> • 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) <ul style="list-style-type: none"> • Good time management leads to improved efficiency and productivity, less stress, and more success in life. 		
	<table> <tr> <td> Benefits of Time Management <ol style="list-style-type: none"> 1. Stress relief / reduces anxiety 2. More time to spend 3. More opportunities 4. Ability to realize goals </td><td> Implications of Poor Time Management <ol style="list-style-type: none"> 1. Poor workflow 2. Wasted time 3. Loss of control 4. Poor quality of work 5. Poor reputation </td></tr> </table>	Benefits of Time Management <ol style="list-style-type: none"> 1. Stress relief / reduces anxiety 2. More time to spend 3. More opportunities 4. Ability to realize goals 	Implications of Poor Time Management <ol style="list-style-type: none"> 1. Poor workflow 2. Wasted time 3. Loss of control 4. Poor quality of work 5. Poor reputation
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SECTION "B"

Q.11	Do as directed (4 marks)
1.	False
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	Business Communication: Business communication is any communication used to promote a product, service or organization with an objective of promoting sale.
2	Advertisements : Advertising is a mass and paid communication of goods, Services, or ideas by an identified sponsorer. 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.

Signature of Course Instructor

Signature of Professor of Extension Education

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