

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

Semester: V (New)	Term : I	Academic Year: 2023-24
Course No. : EXTN-355	Title:	Entrepreneurship Development and Business Communication
Credits: 2 (1+1)	Time:	Total Marks: 40
Day & Date:		

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 diagrams wherever necessary.

SECTION "A"		Marking scheme
Q.1.	Enlist the characteristics of an entrepreneur. Explain any two of them.	
Ans	Characteristics of an entrepreneur	
	1) Self control 2) Self confidence 3) Sense of urgency 4) Comprehensive awareness 5) Realism 6) Conceptual ability 7) Achievement motivation Need to explain accordingly	2 marks
Q.2.	Define communication. Explain in brief the process of communication.	
Ans	Communication: 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. Process of communication 1) Communicator 2) Message 3) Channel 4) Receiver 5) Feedback Need to explain accordingly	1 mark 3 marks
Q.3	Write down in brief about SWOT analysis of organization.	
Ans	SWOT analysis of organization S - Strength W - Weakness O - Opportunities T - Threats SWOT analysis is carried out in respect of different farming systems, as observed in each Agro-Ecological Situations. SWOT analysis is very useful tool in developing strategies as it helps in identification of-	4 marks

	<p>Internal attributes</p> <p>The organization has some inbuilt potentialities which need to be identified and used for the development of the organization.</p> <p>Strength</p> <p>The internal strength of the organization can be assessed by analyzing the environment in which it functions. The qualified and devoted staff is also a strength. The Enthusiastic management team is another asset. e.g. skilled manpower, low cost manufacture, good location, efficient management etc.</p> <p>Weaknesses</p> <p>There may be some short coming in the organization due to which it is difficult to progress. There may be older staff with out dated ideas. The pay scale may be poor. There may be long process of appointing new staff. There may be lack of facilities for staff. In order to develop the organization it will be necessary to remove these weaknesses.</p> <p>External attributes</p> <p>These are the factors which affect the organization from outside. e.g. Cooperation of outside agencies.</p> <p>Opportunities</p> <p>The organization has to utilize the opportunities from outsides the organization. The scope for new market, new technologies, services, favourable gov. policies etc.</p> <p>Threats</p> <p>It is fear for the existence of the organizations. If the threats are not properly attended then it will have harmful effect on the organization. Loss of identity, strengths and reputation of the organization can be a big threat. There may be risk of losing experienced staff. e.g. shortage of power, water & fuel, rejection by the market.</p>			
Q.4.	Write in brief about the steps for conducting market survey.			
Ans	<p>Steps in conducting market survey.</p> <ol style="list-style-type: none">1) Defining objectives2) Sampling plan3) Preparing questionnaire4) Collection and analysis of data5) Reporting <p>Need to explain all steps accordingly</p>	4 marks		
Q.5.	Enlist the different incentives for promotion of small scale industries provided by government and explain any one in brief.			
Ans	<p>The incentives are provided for SSI units by the government</p> <table><tr><td><ol style="list-style-type: none">1) Special capital incentives for SSI units2) Interest subsidy to new textile3) Development of non- conventional energy such projects will be eligible for benefit under new package scheme of incentives.4) Classification of different areas as per requirement.5) Financing of capital incentives and refunds under the package scheme.6) Exemption from sales tax for khadi and village industries.</td><td><ol style="list-style-type: none">7) Sales tax on products.8) Sick small scale industries.9) Stamp duty on corporate restructuring.10) FSI for SSI units.11) New industrial town ships.12) Special Economic Zones.13) Specialized Industrial Areas14) Promotion of education and research institution.15) Captive power.16) Gas cooperation agreement17) Labour law and procedures</td></tr></table>	<ol style="list-style-type: none">1) Special capital incentives for SSI units2) Interest subsidy to new textile3) Development of non- conventional energy such projects will be eligible for benefit under new package scheme of incentives.4) Classification of different areas as per requirement.5) Financing of capital incentives and refunds under the package scheme.6) Exemption from sales tax for khadi and village industries.	<ol style="list-style-type: none">7) Sales tax on products.8) Sick small scale industries.9) Stamp duty on corporate restructuring.10) FSI for SSI units.11) New industrial town ships.12) Special Economic Zones.13) Specialized Industrial Areas14) Promotion of education and research institution.15) Captive power.16) Gas cooperation agreement17) Labour law and procedures	2 marks
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	<p>It is non personal mass communication announcing the sale of goods or services.</p> <p>Components of advertising</p> <ol style="list-style-type: none"> 1) Headline 2) Illustration 3) Colour 4) Body or text 5) Slogans <p>Need to explain accordingly</p>	3 marks
Q.10	Write short notes (Any two)	
Ans	<p>1) Communication skill for entrepreneurship-</p> <ol style="list-style-type: none"> a) Written communication skill b) Verbal communication skill c) Investing and analyzing skill d) Planning and organizing skill e) Negotiating and persuading skill f) Cooperative skills g) Leadership skills h) Speaking skill i) Listening skill j) Organizational skill k) Managerial skill l) Problem solving skill <p>2) Time management</p> <p>Tips for Effective Time Management</p> <ol style="list-style-type: none"> 1. Set goals correctly 2. Prioritize wisely 3. Set a time limit to complete a task 4. Take a break between tasks 5. Organize yourself 6. Remove non-essential tasks/activities 7. Plan ahead <p>3) Formulation of project:- Different organization and agencies sponsoring a project have their own specific requirement and formats for writing project proposals but an attempt is made to discuss the essential features of an acceptable project proposal.</p> <ol style="list-style-type: none"> 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 <p>Need to explain accordingly</p>	<p>2marks</p> <p>2marks</p> <p>2marks</p>
SECTION "B"		
Q.11	Define	
Ans	<p>1) Entrepreneur</p> <p>Entrepreneur is one who organizes, operates and assumes the risk in a business venture in an expectation of making a profit.</p>	1 mark

	2) Market survey A market survey is an objective and systematic collection, recording, analysis and interpretation of data about existing or potential markets for a project/service.	1 mark
	3) Supply chain management (SCM) 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.	1 mark
	4) Motivation Motivation means movement or motion, an inner state that energizes, activates or moves and directs human behaviour towards goals.	
Q.12	Do as directed.	
Ans	1. Who have started the first EDPs in the year 1978? Ans : State Bank of India	1 mark
	2. Slogans are arguments for products or services Ans. : True	1 mark
	3. The word entrepreneur is derived from which French word. Ans. : Entrepreneur	1 mark
	4. Write the full form of SMEs. Ans. : SMEs: Small and Medium Enterprises.	1 mark


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