Model Answer Paper

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)
Day & Date:

Time:

Total Marks: 40

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
	1) Self control	2 marks
	2) Self confidence	İ
	3) Sense of urgency	
1	4) Comprehensive awareness	
	5) Realism	
1	6) Conceptual ability	
	7) Achievement motivation	
	Need to explain accordingly	2marks
Q.2.	Define communication. Explain in brief the process of communication.	- 1-12
Ans	Communication: Communication is the process by which two or more people	1 mark
	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	3 marks
,	2) Massage	
	3) Channel	
	4) Receiver	E.
	5) Feedback	
	Need to explain accordingly	
Q.3	Write down in brief about SWOT analysis of organization.	
Ans	SWOT analysis of organization	4 marks
	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-	
	• · · · · · · · · · · · · · · · · · · ·	



	Internal attributes		
1		It potentialities which need to be identified	.
	and used for the development of the orga	nization	1 .
	Strength Strength	mzation.	j
		n!	
	environment in which it functions The	nization can be assessed by analyzing the	
1.	strength The Enthusias'	ne qualified and devoted staff is also	ı
	suchgui. The Enthusiastic manageme	nt team is another asset e.g. ckilled	î İ
	manpower, low cost manufacture, good in	ocation, efficient management etc.	İ
	weaknesses		
	There may be some short comir	ng in the organization due to which it is	;
	difficult to progress. There may be older	staff with out dated ideas. The now souls	. •
	may be poor. There may be long process	ss of appointing new staff. There may be	
	lack of facilities for staff. In order to dev	elop the organization it will be necessary	
	to remove these weaknesses.		
	External attributes		
-	These are the factors which af	fect the organization from outside. e.g.	
	Cooperation of outside agencies.	0,6,	
ļ	Opportunities		18
	The organization has to utilize the opportunity	ortunities from outsides the organization	
ľ	The scope for new market, new technolog	ies, services, favourable gov. policies etc.	
	Threats		
	It is fear for the existence of the organ	nizations. If the threats are not properly	
	auchided then it will have harmful effect	of on the organization Loss of Identity	
1	and reputation of the organization	on can be a hig threat. There may be wish	ſ
	or losting experienced staff, e.g. shortage	of power, water & fuel rejection by the	ł
<u> </u>	market.		ļ
Q.4.	Write in brief about the steps for condu	cting market survey.	
Ans	Steps in conducting market survey.	V	4 marks
ŀ	1) Defining objectives		4 marks
	2) Sampling plan		
	3) Preparing questionnaire		·
	4) Collection and analysis of data		
	5) Reporting		
	Need to explain all steps accordingly		
Q.5.	Enlist the different incentives for promo	tion of small scale industries provided	
	by government and explain any one in h	rief.	
Ans	The incentives are provided for SSI	units by the government	
	1) Special capital incentives for SSI	7) Sales tax on products.	
	units	8) Sick small scale industries.	2 marks
	2) Interest subsidy to new textile	9) Stamp duty on corporate	ļ
	3) Development of non-conventional	restructuring.	
	energy such projects will be eligible	10) FSI for SSI units.	
	for benefit under new package	11) New industrial town ships.	
	scheme of incentives.	12) Special Economic Zones.	
	4) Classification of different areas as	13) Specialized Industrial Areas	
	per requirement,	14) Promotion of education and	
	5) Financing of capital incentives and	research institution.	
	refunds under the package scheme.	15) Captive power.	1
	6) Evenution for the control of	of Cabure hower.	
	o) Exemption from sales tax for khadi I	(a) (igo cooperation ==	T [*]
	 6) Exemption from sales tax for khadi and village industries. 	16) Gas cooperation agreement17) Labour law and procedures	



		18) Review and monitoring.	<u> </u>		
		(At least 10)			
	Need to explain accordingly	(All least 10)	2marks		
<u> </u>					
Q.6.	What are the basic steps for starting a business? Explain decision stage.				
Ans	The basic steps for starting a business.	,	4 marks		
	1) Decision				
	2) Analyzing own SWOT				
	3) Decide the product				
	4) Decide the form of ownership	•			
	5) Decide the location of business 6) Decide technology machiness and a	aguinmentle te he used			
	6) Decide technology, machinery and 6	equipment's to be used			
	7) Preparation of project report 8) Arrangement for finance/capital				
	9) Source of power				
	10) Installation of machinery and equip	nent'e			
	11) Raw material arrangement	item 5			
	12) Skill/ unskilled staff recruitment				
	13) Production				
	14) Marketing				
	15) Quality control and assurance				
Q.7.	What is the importance of entrepreneurs	hip development programme?	17.		
Ans	Importance of entrepreneurship develop		4 marks		
	1) Creation of employment opportunity				
	Reducing social tension among your	h			
	3) Improvement in per capita income		!		
	4) Improvement in the standard of living	ng	Í		
	5) Economic independence				
	Balanced regional development				
	7) Capital formation				
	8) Innovations in enterprises				
	9) Utilization of local resources				
	10) Rapid civilization	C - O			
	11) Creation of sources of revenue and i	ncome for Government .			
	12) Facilitating overall development				
0.0	Need to explain accordingly	San Frankski (d. 14			
Q.8. Ans	Enlist the features of good oral presentat Features 1) Audience involvement.	on. Explain any two with example.			
AllS	2) Personal anecdote		2 marks		
	3) Highlighting				
	4) Clarifying		46 47 47		
	5) Personalization				
	6) Introducing the end		.*		
	7) Closing	•			
	8) Inviting questions				
	Need to explain accordingly		2mark		
Q.9.	Define advertisement. Explain the compo	nents of advertisement in brief	Linath		
Ans	Advertisement is a mass and paid commu		1 mark		
	an identified sponsor. OR		* 111111V		
	The state of the s				



It is non personal mass communication announcing the sale of goods or servi	
be sold of goods an annual of the sold of goods are and	
I introverse of the citizens	ices.
· I) Headline	
2) Illustration	3 marks
3) Colour	
4) Body or text	
5) Slogans	Ì
Need to explain accordingly	· ·
Q.10 Write short notes (Any two)	
1) Communication skill for entrepreneurship- a) Written communication skill	2marks
b) Verbal communication skill	
c) Investing and analysis at the	
c) Investing and analyzing skill	ļ
d) Planning and organizing skill	
e) Negotiating and persuading skill	
f) Cooperative skills	Į.
g) Leadership skills	•
h) Speaking skill	
i) Listening skill	ļ
j) Organizational skill	
K) Managerial skill	
1) Problem solving skill	
2) Time management	2marks
Tips for Effective Time Management	
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	1 1
3) Formulation of project: Different	
3) Formulation of project:-Different organization and agencies sponsoring project have their own specific requirement and agencies sponsoring	ng a 2marks
project have their own specific requirement and formats for writing proposals but an attempt is made to discuss the assemble for writing pro-	pject
proposals but an attempt is made to discuss the essential features of an acceptance project proposal.	able
1) Project title	
2) Organization submitting proposal	, ,
3) General information of the artists	
3) General information of the application organization 4) Project description	
5) Project description 5) Project budget	
6) Expected results	
7) Documents	
Need to evaluate and the	
Need to explain accordingly	
SECTION "B"	
.11 Define	
ns 1) Entrepreneur	
Entrepreneur is one who organizes one	1 mark
Entrepreneur is one who organizes, operates and assumes the risk in business venture in an expectation of making a profit.	ı a
man expectation of making a profit.	

	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. 3) Supply chain management (SCM) Supply chain management (SCM) represents the management of the entire set of	
	which a consumer is supplied with a desired product.	
	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
	 Slogans are arguments for products or services Ans.: True 	1 mark
	 The word entrepreneur is derived from which French word. Ans.: Entreprendre 	1 mark
	4. Write the full form of SMEs. Ans.: SMEs: Small and Medium Enterprises.	1 mark

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