

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END THEORY EXAMINATION

B.Sc. (Hons.) Horticulture/ Forestry/ Community Science/ B.Tech. (Biotechnology)/ B.F.Sc. (Hons.)  
[ICAR Sixth Years' Committee Recommended Syllabus]

Semester	: II (New)	Term	: Second	Academic Year	: 2024-25
Course No.	: MDC-122	Title	: Entrepreneurship Development and Business Management		
Credits	: 3(2+1)				
Day & Date	: Friday, 27.06.2025	Time	: 10:00 to 13:00 hrs.	Total Marks	: 80

- 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 diagram wherever necessary.

SECTION 'A'

- Q.1 a) Explain the importance of entrepreneurship in agribusiness.  
b) Write the role of social and environmental factors in entrepreneurship.
- Q.2 a) Elaborate the characteristics of entrepreneur as identified by McClelland.  
b) Classify the types of entrepreneur based on stages of development.
- Q.3 a) Write the stages in the process of entrepreneurship development.  
b) Explain the role of financial agencies in entrepreneurship development.
- Q.4 a) Write the sources for capital acquisition.  
b) Explain the short-term and long-term planning of an enterprise.
- Q.5 a) Enlist the steps in project formulation and report preparation. Explain the items of good marketing plan.  
b) Explain the project identification step in selection of a project.
- Q.6 a) Write the importance of managing an enterprise.  
b) Explain the five levels of product.
- Q.7 a) Enlist inventory control strategies and explain any one of them.  
b) What is Manpower planning? Enlist the activities involved in manpower planning.
- Q.8 a) Explain the components of total cost.  
b) Elaborate the types of taxes in India.
- Q.9 a) Explain the consumer market.  
b) Explain the types of marketing strategies.
- Q.10 Write short notes on (Any Two):  
a) SWOT Analysis  
b) Key roles and responsibilities of entrepreneur  
c) Strategies for financial crisis management

(P.T.O.)

SECTION 'B'

Q.11 Fill in the blanks:

- 1) The taxes are levied on goods and services when purchased, are called \_\_\_\_\_ taxes.
- 2) An entrepreneur is a bearer of \_\_\_\_\_, which is non-insurable.
- 3) The potential for financial \_\_\_\_\_ is a strong motivator for many entrepreneurs.
- 4) \_\_\_\_\_ is the key to grow business and reducing the burden on Entrepreneur.
- 5) \_\_\_\_\_ entrepreneurs are die-hard conservatives.
- 6) \_\_\_\_\_ pricing considers product's or service's price based on customer's belief.
- 7) Illegal or unethical behavior disturbing organizations reputation, is \_\_\_\_\_ crisis.
- 8) \_\_\_\_\_ is the art, science and technology of preparing goods for transport and sales.

Q.12 Define the following terms:

- 1) Horizontal integration
- 2) Extrapolation
- 3) Inventory
- 4) Labour turnover
- 5) Market
- 6) Leadership
- 7) Journal
- 8) Business opportunity

