MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hort.)

Semester	: **VI (New)**				
Course No.	: H/EXTN 363	**Term**	: **II**	**Academic Year**	: **2015-16**
Credits	: 2 (1+1)	**Title**	: **Entrepreneurship Development and Communication Skills**		
Day & Date	: Wednesday, 27.04.2016	**Time**	: 09.00 to 11.00	**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"

Q.1 Define entrepreneur. Explain in brief the characteristics of entrepreneur.

Q.2 Explain the phases in the process of entrepreneurship development.

Q.3 Explain in detail about the SWOT analysis frame work.

Q.4 Discuss the role demands of entrepreneur.

Q.5 Discuss the process of communication with neat labeled diagram of SMCRE model.

Q.6 Enlist different government incentives and schemes for promotion of SSIs.

Q.7 What are the different functions of advertisement?

Q.8 Explain in brief the steps in conducting market survey.

Q.9 Enlist the different types of letters useful for entrepreneur and highlight the basic tips for writing a business letter.

Q.10 Describe the points to be considered for the formulation of proposal.

SECTION "B"

Q.11 Define the following terms.

1) Advertisement
2) Motivation
3) Communication
4) Market survey

Q.12 State True or False.

1) Advertisement is non-personal communication.
2) A book entitle, 'The Entrepreneurs Handbook' is written by Joseph Mancuso.
3) Self confidence is not a characteristic of good entrepreneur.
4) Communication is one way process.

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