# MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
## SEMESTER END EXAMINATION

### B.Sc. (Hort.)

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|---|---|---|---|---|---|
| **Semester** | : **VI (New)** | **Term** | : **II** | **Academic Year** | : **2016-17** |
| **Course No.** | : H/EXTN 363 | **Title** | : **Entrepreneurship Development and Communication Skills** | | |
| **Credits** | : 2 (1+1) | | | | |
| **Day & Date** | : Tuesday, 02.05.2017 | **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.

Shri Shivaji College of Horticulture
AMRAVATI
Library Department

### SECTION "A"

Q.1 Enlist different models of communication and explain in brief SMCRE model of communication

Q.2 Describe the characteristics of entrepreneur.

Q.3 Explain in brief functions of Entrepreneurship Development Programmes.

Q.4 Explain in brief factors affecting Agril. Entrepreneurial behavior.

Q.5 Explain in brief internal and external motivating factors for entrepreneurship development.

Q.6 Do SWOT analysis of our University.

Q.7 Enlist the questions to be asked to consumers for market survey.

Q.8 Describe the points to be considered in project description for the formulation of proposal.

Q.9 State the points to be considered for developing listening skills.

Q.10 Explain functions of advertisements.

### SECTION "B"

Q.11 Give two examples of the following.

1) Modern communication method
2) Agriculture Product oriented advertisement
3) Non-projected audio-visual aids
4) Projected visual aids

Q.12 State True or False.

1) Communication is a two way process.
2) Advertisements don't help in sales and promotions of goods.
3) The term entrepreneur was coined by Richard Cantillon.
4) Communication is derived from French word.

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