MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hort.)

Semester	: VI (Old)	**Term**	: II	**Academic Year**	: 2017-18
Course No.	: H/EXTN 363	**Title**	: Entrepreneurship Development and Communication Skills		
Credits	: 2 (1+1)				
Day & Date	: Friday, 27.04.2018	**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 Shiva... College of Horticulture
AMRAVATI
Library Department

SECTION "A"

Q.1 Define Entrepreneur. Enlist the characteristics of an entrepreneur and describe any one.

Q.2 Describe the process of entrepreneurship development.

Q.3 Explain the factors affecting entrepreneurial behavior.

Q.4 Enlist the different types of letters useful for entrepreneur and highlight the basic tips for writing a business letter.

Q.5 Describe in detail the process of communication.

Q.6 Describe the steps in conducting market survey.

Q.7 Explain in detail the SWOT analysis.

Q.8 Write in brief the functions of an advertisement.

Q.9 Explain different incentives for promotion of entrepreneurship.

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

SECTION "B"

Q.11 Define the following terms.

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

Q.12 Give the full form of the following.

1) SEZ
2) SSIs
3) SMEs
4) EDP

✧ ✧ ✧ ✧ ✧ ✧ ✧ ✧ ✧ ✧

agromind.in

Telegram - AgroMind