MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hort.)

Semester	: VI (Old)	**Term**	: II	**Academic Year**	: 2018-19
Course No.	: II/EXTN 363	**Title**	: Entrepreneurship Development and Communication Skills		
Credits	: 2 (1+1)				
Day & Date	: Saturday, 04.05.2019	**Time**	: 14.00 to 16.00	**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. Write characteristics of an entrepreneur.

Q.2 Explain the process of entrepreneurship development.

Q.3 Explain the factors affecting entrepreneurial behavior.

Q.4 a) Enlist elements of communication.

b) Explain in brief SMCRE model of communication.

Q.5 Explain in detail SWOT analysis.

Q.6 What do you mean by advertisement? Narrate in brief types of advertisement.

Q.7 Explain the steps involved in conducting market survey.

Q.8 Give the correct format of business letter.

Q.9 a) Enlist the Government schemes.

b) Describe incentives for promotion of entrepreneurship.

Q.10 Explain the motivating factors affecting entrepreneurship development.

SECTION "B"

Q.11 Give full forms of the following.

1) DIC
2) PMRY
3) SSI
4) SEZ

Q.12 Fill in the blanks.

1) The word entrepreneur is derived from French word_____.
2) S-M-R-C-E model of communication is given by _____.
3) The first Entrepreneurial Development Programme was started by _____ in 1978.
4) The full form of BEP is _____.

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