MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Horticulture

Semester	: **VI (New)**	Term	: **Second**	Academic Year	: **2022-23**
Course No.	: **H/EXTN 363**	Title	: **Entrepreneurship Development and Business Management**		
Credits	: **2 (1+1)**				
Day & Date	: **Saturday, 08.07.2023**	Time	: **14:00 to 16:00 hrs.**	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 diagram wherever necessary.

SECTION 'A'

Q.1 Describe the process of entrepreneurship development.

Q.2 Define Entrepreneur. Enlist the characteristics of an entrepreneur and describe any one of them.

Q.3 Define Market survey. Describe methods of conducting market survey.

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

Q.5 Define Communication and explain in detail the process of communication.

Q.6 What do you understand by SWOT analysis? Explain it in brief.

Q.7 Define Advertisement. Write in brief the functions of an advertisement.

Q.8 Explain different incentives for promotion of entrepreneurship.

Q.9 Describe the points to be considered for the formulation of project proposal.

Q.10 Write short notes on (Any Two):

a) Time management

b) Tips for oral presentation

c) Speaking skills

SECTION 'B'

Q.11 Define the following terms:

1) Motivation 2) Entrepreneurship 3) Business letter 4) Team work

Q.12 Write the full form of the following:

1) EDP 2) APEDA 3) SEZ 4) ASPIRE

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