MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Horticulture

Semester	: VI (New)	Term	: Second	Academic Year	: 2023-24
Course No.	: H/EXTN 363	Title	: Entrepreneurship Development and Business Management		
Credits	: 2 (1+1)				
Day & Date	: Wednesday, 24.04.2024	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 Define the term 'Entrepreneurship'. Describe the process of entrepreneurship development.

Q.2 Explain in brief the process of communication with SMCRE model.

Q.3 Elaborate the different steps in conducting market survey.

Q.4 Describe the points to be considered in project description for formulation of proposal.

Q.5 What is SWOT analysis? Explain it in brief.

Q.6 Define Advertisement. Describe the various types of advertisement.

Q.7 Write in short about incentives available for encouraging entrepreneurship under different schemes of the Government of India.

Q.8 Which are the points to be considered for developing effective listening skills?

Q.9 Enlist the different characteristics of entrepreneurs and describe any three of them.

Q.10 Write quotation call letter for purchasing stationery.

SECTION 'B'

Q.11 State True or False:

1) The term 'Entrepreneur' was coined by Richard Cantillon.

2) A meaningful group of words or a sentence used to attract the attention of customer, is called slogan.

3) Commercialization is the process or cycle of introducing a new product into the market.

4) Discussion guide is used during quantitative survey.

Q.12 Spell-out the following abbreviations:

1) NABARD

2) NIESBUD

3) PMEGP

4) EXIM

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