

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Horticulture

[Fifth Deans' Committee Recommended Syllabus]

Semester : VI	Term : Second	Academic Year : 2024-25
Course No. : H/EXTN 363	Title : Entrepreneurship Development and Business Management	
Credits : 2(1+1)	Day & Date : Thursday, 17.04.2025	
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.
- Q.3 Define Market survey. Explain the 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 Explain different incentives for promotion of entrepreneurship.
- Q.6 What do you mean by SWOT analysis? Explain with example.
- Q.7 Define Advertisement. Write in brief the functions of an advertisement.
- Q.8 What do you mean by Communication? Explain the process of communication in detail.
- Q.9 Describe the points to be considered for the formulation of project proposal.
- Q.10 Write short notes on (Any Two):
 - a) Speaking skills
 - b) Tips for oral presentation
 - c) Time management

SECTION 'B'

- Q.11 Write the full forms of the following abbreviations:
 - 1) SWOT
 - 2) SSIs
 - 3) SMEs
 - 4) S-M-C-R-E
- Q.12 State True or False:
 - 1) Communication skills consist of speaking, listening and writing skills.
 - 2) Strengths and weaknesses are the external attributes of the organization.
 - 3) Decision making is a criterion of a successful Entrepreneur.
 - 4) Entrepreneur must have trust and confidence on the people with whom he is working.

