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MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2010-11
Course No. : EXTN 364	Title : Entrepreneurship Development and Communication Skills	
Credits : 2 (1+1)	Time : 09.00 to 11.00	Total Marks : 40
Day & Date : Wednesday, 20.04.2011		

- 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 State and explain the desirable characteristics of an entrepreneur.
- Q.2 Discuss the process of entrepreneurship development with suitable example.
- Q.3 Explain the points to be considered in SWOT analysis of any organization.
- Q.4 Describe the factors affecting entrepreneurial behaviour.
- Q.5 Discuss the steps involved in preparing any project proposal related to forestry.
- Q.6 Narrate in brief the types of advertisements.
- Q.7 Explain the process of communication.
- Q.8 Explain the methods of identifying potential entrepreneur.
- Q.9 State and explain in brief the government schemes and incentives for promotion of entrepreneurship.
- Q.10 State the need of market survey. Discuss the aspects of survey.

SECTION "B"

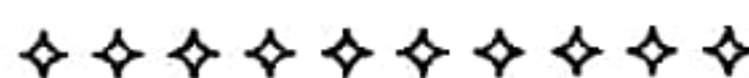
- Q.11 Define the following terms:
 - 1) Market survey
 - 2) Communication
 - 3) Entrepreneur
 - 4) Sample
- Q.12 Answer in one sentence:
 - 1) State any two characteristics of highly achievement motivated person.
 - 2) State any two sources of data collection.
 - 3) State any two types of letters.
 - 4) State any two agencies involved in entrepreneurship development.

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MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester	: VI (New)	Term	: II	Academic Year	: 2011-12
Course No.	: EXTN 364	Title	: Entrepreneurship Development and Communication Skills		
Credits	: 2 (1+1)				
Day & Date	: Wednesday, 25.04.2012	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.

SECTION "A"

- Q.1 What do you understand by SWOT analysis? Explain in brief.
- Q.2 Explain the step in conducting market survey.
- Q.3 Define the term advertisement. Explain the types of advertisement.
- Q.4 Discuss in brief motivation and entrepreneurship development.
- Q.5 Explain the concept of entrepreneurship.
- Q.6 Explain the factors affecting entrepreneurial behavior.
- Q.7 State and explain the incentives for promotion of Small Scale Industry (SSI) provided by government.
- Q.8 Explain in brief the importance of planning in Entrepreneurship Development Programmes.
- Q.9 Write an inquiry letter to the dealer about availability of product.
- Q.10 Write short notes (Any Two)
- 1) Identifying potential entrepreneur
 - 2) Characteristics of entrepreneur
 - 3) Monitoring

SECTION "B"

- Q.11 Fill in the blanks.
- 1) _____ are arguments for products or services.
 - 2) The word entrepreneur is derived from the French word _____.
 - 3) The first EDP was started in the year 1978 by the _____.
 - 4) The person who starts the process of communication is called as _____.
- Q.12 Define the following terms.
- 1) Market survey
 - 2) Communication
 - 3) Innovation
 - 4) Entrepreneur



MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2012-13
Course No. : EXTN 364	Title : Entrepreneurship Development and Communication Skills	
Credits : 2 (1+1)		
Day & Date : Wednesday, 17.04.2013	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.

SECTION "A"

- Q.1 State the need of market survey and discuss the aspects of survey.
- Q.2 State and explain in brief the government schemes and incentives for promotion of Entrepreneurship.
- Q.3 Explain the process of communication.
- Q.4 Narrate in brief the types of advertisements.
- Q.5 Explain the methods of identifying potential entrepreneur.
- Q.6 What is Entrepreneurship? Explain the process of Entrepreneurship Development.
- Q.7 What do you mean by SWOT analysis?
- Q.8 Define Advertising. Enlist the types of advertisement and give the specifications of good advertisements.
- Q.9 Define project. Give the aspects of formulation of project report.
- Q.10 Write short notes on:
- 1) Ideal entrepreneur
 - 2) Primary fun options of advertisements

SECTION "B"

- Q.11 Fill in the blanks.
- 1) The term entrepreneur was coined by _____.
 - 2) The word communication is originated from the Latin word _____.
 - 3) _____ is the art of influencing human action towards buying.
 - 4) In SWOT analysis "S" stands for _____.
- Q.12 State True or False.
- 1) Advertising raises the standard of living of the public.
 - 2) The advertising benefits the manufacturer, middleman, consumer, sales man and society.
 - 3) Communication is the exchange of only new ideas.
 - 4) The book entitled 'Trainers manual on developing entrepreneurial motivation is written by A.K.Singh, Lahhan Singh and R. Roy Burman



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**MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION**

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2013-14
Course No. : EXTN 364	Title : Entrepreneurship Development and Communication Skills	
Credits : 2 (1+1)	Time : 09.00 to 11.00	Total Marks : 40
Day & Date : Tuesday, 29.04.2014		

- 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 Enlist the question to be asked to consumers for market survey.
- Q.2 Explain in brief internal and external motivating factors for entrepreneurship development.
- Q.3 Do SWOT analysis of any Educational Institute.
- Q.4 Describe the characteristics of an entrepreneur.
- Q.5 Explain in brief the factors affecting entrepreneurial behavior.
- Q.6 Enlist the different models of communication and explain in brief the SMCRE model of communication.
- Q.7 Explain in brief the functions of Entrepreneurship Development Programmes.
- Q.8 Describe the points to be considered in project description for the formulation of proposal.
- Q.9 Explain the functions of advertisements.
- Q.10 State the points to be considered for developing listening skills.

SECTION "B"

- Q.11 Give two examples of the following.
 - 1) Modern communication methods
 - 2) Agriculture Product oriented advertisements
 - 3) Non- Projected audio- aids
 - 4) Projected visual aids
- Q.12 State True or False.
 - 1) Communication is a one way process.
 - 2) Project helps in sales and promotions of goods.
 - 3) Self confidence is the control over the things while working alone.
 - 4) Entrepreneur is derived from Latin word.



MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2014-15
Course No. : EXTN 364	Title : Entrepreneurship Development and Communication Skills	
Credits : 2 (1+1)	Time : 09.00 to 11.00	Total Marks : 40
Day & Date : Tuesday, 12.05.2015		

- 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. Explain role demand of entrepreneur.
- Q.2 Explain the phases in the process of Entrepreneurship Development.
- Q.3 Draw neat diagram of Maslow's Hierarchy of Need. Give implications of motivation for management of entrepreneurship.
- Q.4 What do you mean by entrepreneurial behaviour? Explain the factors affecting entrepreneurial behaviour.
- Q.5 Define communication. Explain the process of communication with neat labeled diagram of SMCRE model.
- Q.6 Explain the meaning of advertisement. What are the different functions of advertisement?
- Q.7 Enlist different schemes and activities of NSIC and explain in brief any two of them.
- Q.8 Write in brief format of a business letter.
- Q.9 Define market survey and explain different steps in conducting market survey.
- Q.10 Write in brief about direct and indirect assistance provided by SIDBI to small scale enterprise.

SECTION "B"

- Q.11 Fill in the blanks.
- 1) The SMCRE model of communication is given by _____.
- 2) The word 'Evaluation' have its origin in _____ Latin word.
- 3) The term 'Entrepreneur' is coined by Irish Economist _____.
- 4) Indian Institute of Entrepreneurship (IIE) is located at _____.
- Q.12 Give full forms of the following.
- 1) SWOT
2) SSIDCs
3) NISBUD
4) NISIET

