

MAHARASHTRA ANIMAL AND FISHERY SCIENCES UNIVERSITY, NAGPUR
SEMESTER END THEORY EXAMINATION, B.Tech. (D.T.)

Semester	: VIII (V Dean)	Academic Year	: 2023-2024
Course No.	: DBM-809	Course Title	: Entrepreneurship Development and Industrial Consultancy
Credits	: 2+0=2	Total Marks	: 50
Day & Date	: Thursday, 18/07/2024	Time	: 02 hrs

- Note :**
- 1) All questions from **Section 'A'** are compulsory.
 - 2) Solve **Any Three** questions from **Section 'B'**.
 - 3) Draw neat and well labelled diagram wherever necessary.

SECTION –‘A’

Q.1 A) Choose the most appropriate answer from the options given below. (05)

- i) Strength of business firm in a given market segment
 - a) Market segmentation
 - b) Market positioning
 - c) Target marketing
 - d) Market penetration
- ii) Which of the project is not the component of the project life cycle?
 - a) Conception
 - b) Awareness
 - c) Preparation
 - d) Appraisal
- iii) The NIESBUD is located at
 - a) Pune
 - b) Allahabad
 - c) Noida
 - d) Ahmedabad
- iv) India implemented WTO in the year
 - a) 1993
 - b) 1997
 - c) 1991
 - d) 1995
- v) Person who works within an organization and having entrepreneurial capabilities is
 - a) Entrepreneur
 - b) Intrapreneur
 - c) Manager
 - d) Business Man

B) Define the following.

- i) Business plan
- ii) Sole-proprietorship
- iii) Marketing Channel
- iv) Drone Entrepreneurs
- v) Globalisation

Q.2 A) Give reasons for the following. (05)

- i) Venture capitalist is different from banks.
- ii) Cost estimation for dairy products is considered necessary.
- iii) Higher Price spread is not good for marketing.
- iv) Innovation is considered important for Entrepreneurship.
- v) Public private partnership is better than government investment.

(P.T.O.)

- B) State whether True or False. If false, rewrite the statement after making necessary corrections. (05)
- i) NABARD directly finances SHGs.
 - ii) Storage of milk creates place utility.
 - iii) Contract farming is the agreement between farmers and processing / marketing firms.
 - iv) Marketing is a flow of goods and services from producer to consumer.
 - v) Market competitors affect macro environment of business.

SECTION –‘B’

- Q. 3 A) What is motivation? What are its characteristics? (05)
B) Describe Maslow's Need Hierarchy Theory in detail. (05)
- Q. 4 A) What is Planning and why it is important? (05)
B) Discuss the principal steps involved in planning process. (05)
- Q. 5 A) What are the characteristics of good Entrepreneur? (03)
B) Differentiate between macro environment and microenvironment. (03)
C) Describe in detail various factors affecting external environment of business. (04)
- Q. 6 A) What is SWOT Analysis? (03)
B) How SWOT Analysis is conducted? (03)
C) What are the advantages of SWOT analysis? (04)
- Q. 7 Write in detail about dairy co-operative organization. (10)
