

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Agriculture
End Sem Examination Dec 2024
AG3SE03 Entrepreneurship Development & Business
Communication

Programme: B.Sc. (Hons.) Branch/Specialisation: Agriculture

Duration: 3 Hrs.

Maximum Marks: 50

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

| | | Marks | BL | PO | CO | PSO |
|-----|--|-------|----|----|----|-----|
| Q.1 | i. An individual who starts, creates and manages a new business can be called as _____. (a) A leader (b) A manager (c) A professional (d) An entrepreneur | 1 | 2 | 3 | 1 | |
| | ii. The term 'Entrepreneur' was derived from French word _____. (a) Enterpurpose (b) Enterprise (c) Enterprocedure (d) Enterprendre | 1 | 1 | 2 | 1 | |
| | iii. Agriculture contributes around ____ % to India's GDP in 2024. (a) 14 (b) 16 (c) 18 (d) 20 | 1 | 1 | 2 | 2 | |
| | iv. The application for registration of a small scale unit should be submitted to _____. (a) General manager, DIC (b) Director, DIC (c) General manager, NSIC (d) Director, NSIC | 1 | 1 | 3 | 2 | |
| | v. The process of creating something new is called: (a) Creative flexibility (b) Management (c) Business (d) Innovation | 1 | 2 | 5 | 3 | |

[2]

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|-------|---|----------|---|---|---|
| vi. | Which of these is the first activity of a new business? | 1 | 2 | 5 | 3 |
| | (a) Departure point | | | | |
| | (b) Goal orientation | | | | |
| | (c) Business skill development | | | | |
| | (d) None of these | | | | |
| vii. | Fiscal and monetary measures to stimulate investment in private & public sector includes _____. | 1 | 2 | 3 | 4 |
| | (a) Lowering the rate of interest | | | | |
| | (b) Tax reduction & public expenditure | | | | |
| | (c) Price policy & abolition of monopoly | | | | |
| | (d) All of these | | | | |
| viii. | Which of the following is not an example of self-employment? | 1 | 2 | 2 | 4 |
| | (a) Working as a full-time employee for someone else's company | | | | |
| | (b) Farming or agriculture | | | | |
| | (c) Shop owner | | | | |
| | (d) Cafe owner | | | | |
| ix. | Sustainability of entrepreneur development depends on factors like _____. | 1 | 2 | 2 | 5 |
| | (a) Technical skills | | | | |
| | (b) Technology | | | | |
| | (c) Organizational sustainability | | | | |
| | (d) All of these | | | | |
| x. | The best electronic media for Indian farmer: | 1 | 2 | 3 | 5 |
| | (a) Computer (b) Television | | | | |
| | (c) Radio (d) All of these | | | | |
| Q.2 | i. Write a note on characteristics of an entrepreneur. | 2 | 2 | 3 | 1 |
| | ii. What are the objectives of entrepreneurship development programmes? | 2 | 2 | 3 | 1 |
| | iii. Write the difference between entrepreneur and manager. | 4 | 4 | 5 | 1 |
| OR | iv. Explain SWOT analysis with suitable example. | 4 | 2 | 5 | 1 |
| Q.3 | i. Define supervision. | 1 | 1 | 2 | 2 |

[3]

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|-----|------|--|----------|---|---|---|
| | ii. | What is monitoring and evaluation? Write a note on them. | 3 | 1 | 3 | 2 |
| | iii. | Write the entrepreneurship development process. | 4 | 3 | 4 | 2 |
| OR | iv. | Describe in detail about different business leadership skills. | 4 | 2 | 4 | 2 |
| Q.4 | i. | Write a short note on communication and motivation. | 3 | 1 | 2 | 3 |
| | ii. | Explain problem solving and write its different steps. | 5 | 3 | 2 | 3 |
| OR | iii. | Define supply chain management and write the detail about SCM. | 5 | 2 | 2 | 3 |
| Q.5 | i. | What is project? | 2 | 1 | 4 | 4 |
| | ii. | Define project formulation. | 2 | 1 | 4 | 4 |
| | iii. | Explain in detail project report. | 4 | 2 | 4 | 4 |
| OR | iv. | Describe in detail the stages of project formulation. | 4 | 2 | 4 | 4 |
| Q.6 | | Attempt any two: | | | | |
| | i. | What are the prospects/opportunities for Agri-entrepreneurship? Explain in detail. | 4 | 2 | 2 | 5 |
| | ii. | Write the different sources of enterprise financing. | 4 | 2 | 2 | 5 |
| | iii. | Write the different government policies supporting in entrepreneurship. | 4 | 2 | 2 | 5 |

Marking Scheme**AG3SE03 - Entrepreneurship Development and Business Communication**

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|-----|-------|---|----------|-------|------|--|----------|
| Q.1 | i) | (d) An entrepreneur | 1 | Q.4 | i. | Define communication. 1.5M | 3 |
| | ii) | (d) Enterprendre | 1 | | ii. | Define motivation. 1.5M | 5 |
| | iii) | (c) 18 | 1 | OR | iii. | Define problem solving. 1.5M | 5 |
| | iv) | (a) General Manager, DIC | 1 | | | Write its different stapes. 3.5M | |
| | v) | (d) Innovation | 1 | Q.5 | iii. | Define supply chain management. 2M | 5 |
| | vi) | (a) Departure point | 1 | | | Write the detail about SCM. 3M | |
| | vii) | (d) All of these | 1 | | i. | What is project? | 2 |
| | viii) | (a) Working as a full-time employee for someone else's company | 1 | | ii. | Define project formulation. | 2 |
| | ix) | (d) All of these | 1 | OR | iii. | Explain project report. | 4 |
| | x) | (d) All of the above | 1 | | iv. | Describe in detail the stages of project formulation. | 4 |
| Q.2 | i. | Write the characteristics of an entrepreneur. | 2 | Q.6 | | Attempt any two: | |
| | ii. | What are the objectives of entrepreneurship development programmes? | 2 | | i. | What are the prospects/opportunities for Agri-entrepreneurship, explain in detail? | 4 |
| | iii. | Write the difference between entrepreneur and manager. | 4 | | ii. | Write the different sources of enterprise financing. | 4 |
| OR | iv. | Explain SWOT analysis with suitable example? | 4 | | iii. | Write the different government policies supporting in entrepreneurship. | 4 |
| Q.3 | i. | Define supervision. | 1 | ***** | | | |
| | ii. | What is monitoring 1.5M What is evaluation? 1.5M | 3 | | | | |
| | iii. | Write the entrepreneurship development process. | 4 | | | | |
| OR | iv. | Describe in details about different business leadership skills. | 4 | | | | |