

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 _____.	1	2	3	1
	(a) A leader (b) A manager					
	(c) A professional (d) An entrepreneur					
	ii.	The term 'Entrepreneur' was derived from French word _____.	1	1	2	1
	(a) Enterpurpose (b) Enterprise					
	(c) Enterprocedure (d) Enterprendre					
	iii.	Agriculture contributes around ___ % to India's GDP in 2024.	1	1	2	2
	(a) 14 (b) 16 (c) 18 (d) 20					
	iv.	The application for registration of a small scale unit should be submitted to _____.	1	1	3	2
	(a) General manager, DIC					
	(b) Director, DIC					
	(c) General manager, NSIC					
	(d) Director, NSIC					
	v.	The process of creating something new is called:	1	2	5	3
	(a) Creative flexibility					
	(b) Management					
	(c) Business					
	(d) Innovation					

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- vi. Which of these is the first activity of a new business?
 (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 _____.
 (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?
 (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 _____.
 (a) Technical skills
 (b) Technology
 (c) Organizational sustainability
 (d) All of these
- x. The best electronic media for Indian farmer:
 (a) Computer (b) Television
 (c) Radio (d) All of these

1 2 5 3

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

- Q.2 i. Write a note on characteristics of an entrepreneur.
- ii. What are the objectives of entrepreneurship development programmes?
- iii. Write the difference between entrepreneur and manager.
- OR iv. Explain SWOT analysis with suitable example.
- Q.3 i. Define supervision.

2 2 3 1

2 2 3 1

4 4 5 1

4 2 5 1

1 1 2 2

Marking Scheme

AG3SE03 - Entrepreneurship Development and Business Communication		
Q.1	i) (d) An entrepreneur	1
	ii) (d) Enterprendre	1
	iii) (c) 18	1
	iv) (a) General Manager, DIC	1
	v) (d) Innovation	1
	vi) (a) Departure point	1
	vii) (d) All of these	1
	viii) (a) Working as a full-time employee for someone else's company	1
	ix) (d) All of these	1
	x) (d) All of the above	1
Q.2	i. Write the characteristics of an entrepreneur.	2
	ii. What are the objectives of entrepreneurship development programmes?	2
	iii. Write the difference between entrepreneur and manager.	4
OR	iv. Explain SWOT analysis with suitable example?	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

		Q.4
	i. Define communication. 1.5M Define motivation. 1.5M	3
	ii. Define problem solving. 1.5M Write its different stapes. 3.5M	5
	OR	
	iii. Define supply chain management. 2M Write the detail about SCM. 3M	5
		Q.5
	i. What is project? ii. Define project formulation.	2
	iii. Explain project report.	4
	OR	
	iv. Describe in detail the stages of project formulation.	4
		Q.6
	Attempt any two:	
	i. What are the prospects/opportunities for Agri-entrepreneurship, explain in detail?	4
	ii. Write the different sources of enterprise financing.	4
	iii. Write the different government policies supporting in entrepreneurship.	4