



WEST BENGAL STATE UNIVERSITY

B.Sc. Honours 6th Semester Examination, 2021

IFFACOR14T-INDUSTRIAL FISH AND FISHERIES (CC14)

ENTREPRENEURSHIP DEVELOPMENT

Time Allotted: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **seven** questions from the following: 2×7 = 14
 - (a) What do you mean by Human Resource Management?
 - (b) Outline Organizational Set Up in Processing industry.
 - (c) What is Marketing mix?
 - (d) Comment on importance of Cold Chain in Seafood Export Industry.
 - (e) Mention the steps involved in PERT.
 - (f) What is Comparative Management?
 - (g) What are the five basic needs of Maslow's Need Hierarchy Theory?
 - (h) What is Matsyafed?
 - (i) What is TQM?

2. Write notes on any **two** of the following: 3×2 = 6
 - (a) Functions of a Manager
 - (b) On-the-job Training method
 - (c) Role of CIFT in fish processing
 - (d) Fishery Education in India.

3. Answer any **four** questions from the following: 5×4 = 20
 - (a) Management is a Science as well as Art — Explain. 5
 - (b) Define Recruitment. Write an account of different sources of Recruitment. 1+4
 - (c) What are objectives of EIA? Add a note on different steps involved in EIA. 1+4
 - (d) Write an account of India's present status in the International trade of Seafood. 5
 - (e) Describe the different Distribution channels involved in marketing of product. 5
 - (f) Give an account of development of Fishery Cooperative Societies in India. What are the objectives of such Cooperative Societies? 2+3

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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