

KERALA AGRICULTURAL UNIVERSITY
B.Sc.(Hons.) Agriculture – 2007 Admission – VIth Semester
Final Examination – June - July 2010

Cat. No. : Extn 3204

Max. marks: 80

Title : Entrepreneurship Development and
Extension Management (1+1)

Time : 3 hours

I. Fill up the blanks / Match the following / Say True or False/ Define.

(10 x 1 = 10)

1. Define 'Extension Management'.
2. 'A balanced diet can help to overcome stress.' (True / False)
3. Define 'Entrepreneurship Development'.
4. POSDCORB includes, Planning, Organising, Staffing, Directing, Co-ordinating, Reporting and _____.
5. What is NPV?
6. What do you mean by 'Result Based Management'?
7. What do you mean by 'Social Auditing'?
8. Define 'Entrepreneurial Environment'.
9. Define 'Management Information System'.
10. Entrepreneurial Motivation is the basic requisite for launching enterprises (True / False)

II. Write short notes on Any Ten:

(10 x 3 = 30)

1. Discuss the prospects of 'Entrepreneurship Development' in India.
2. Write briefly about the 'Cost-Benefit Ratio' in Project preparation.
3. Write down the significance of 'Time Management' as an expected quality of an Entrepreneur.
4. List out any six factors that aid for creating a good Entrepreneurial Environment.
5. Discuss briefly about the 'Social Responsibility of Business'.
6. Suggest any six Enterprises where women can excel.
7. List out any three Principles of Management with special reference to agriculture.
8. Discuss the need for 'Social Auditing'.
9. Write briefly any three theories of Entrepreneurship.
10. List out any three differences between Public Administration and Extension Management.
11. Briefly explain any three schemes / incentives of the Central / State Government to promote Entrepreneurship.
12. Discuss the significance of 'Decision-Making' for innovative Entrepreneurs.

III. Write short essays on Any Six:

(6 x 5 = 30)

1. Discuss very briefly about the impact of Globalization in Agro-based Enterprises in Kerala state.
2. Write in detail the importance of 'Team Building Process' in Extension Management.
3. What do you mean by 'Stress Management' and list out some relaxation techniques?
4. Discuss the significance of PERT / CPM.
5. Explain 'Decision Tree' with suitable illustrations.
6. Write a note about the significance of 'Contract Farming'.
7. Discuss the merits and demerits of MBO.
8. Write an essay about the Public – Private partnership in Agricultural Extension.

IV. Write essay on Any One:

(1 x 10 = 10)

1. Suggest five Enterprises that can be established in Kerala with reasons and illustrations.
2. Explain the various POSDCORB functions associated with Extension Management.