

KERALA AGRICULTURAL UNIVERSITY

B.Sc. Hons (Ag) 2009 admission

VIth Semester Final Examination, June /July 2012

Cat. No: Extn.3204

Marks: 80

Time: 3hours

Title: Entrepreneurship Development and Extension Management

I. Match the following

10 x 1 = 10

A

B

1. PERT

a. Principal Book of Accounts

2. Six Sigma

b. Dupont

3. MANAGE

c. Customer Satisfaction

4. MSME

d. Management Guru

5. CPM

e. Need for Achievement

6. POSDCoRB

f. Motorola

7. TQM

g. Emphasis on Time

8. Ledger

h. Small Scale Industries

9. McClelland

i. Managerial Functions

10. Peter Drucker

j. PGD-ABM

II. Write short notes / answers on any ten of the following questions.

10 x 3 = 30

1. Write briefly about the 4 P's of Marketing Mix
2. State the importance of management
3. What is the three step maxim of ISO 9000?
4. If you want to buy a personal computer (PC), what will be your borrowing limits?
5. List out the industrially backward districts of Kerala
6. Differentiate between Appraisal and Evaluation of a project.
7. Mention a few remedial measures to overcome the industrial sickness
8. List out the important symptoms of stress
9. Enumerate the techniques of market survey
10. Differentiate between an entrepreneur and an intrapreneur
11. What are the categories of social responsibility?
12. What do you mean by Pareto Analysis?

III. Write short essays on any six of the following questions.

6 x 5 = 30

1. Elaborate the various steps involved in PERT.
2. Explain the theories of motivation.
3. Discuss about team building, the process of team building and its advantages in the climate of an organisation
4. Explain the six sigma concept, the strategy and tools of six sigma and the DMAIC methodology
5. Elucidate the steps involved in project preparation
6. Elaborate on the various schemes and incentives available for promotion of enterprise
7. Describe the types and tools of decision making along with their merits and demerits
8. Explain the POSDCoRB functions of management

IV . Write essay on any one of the following questions.

1 x 10 = 10

1. Explain in detail why social responsibility and social auditing are important for business with suitable case studies
2. Assume that you are a new entrepreneur. What factors will you consider in the selection of a new enterprise and discuss them in detail.