



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Sc.(Hons.) Ag. 2016 Admission**  
**V Semester Final Examination-February-2019**

**Extn.3105 Entrepreneurship Development and Agricultural Extension Management (1+1)**

**Marks: 50**

**Time: 2 hours**

- I Fill in the blanks (10x1=10)**
- 1 The word entrepreneur is derived from French “entreprendre” meaning .....
  - 2 Numerous ethical problems that managers must deal with on a daily basis, such as potential conflicts of interest is .....
  - 3 The entrepreneur function as a .....resources.
  - 4 Analysis of the viability of an idea is .....
  - 5 Need of belongingness, recognition and acceptance is ..... need.
- State True or False**
- 6 Innovation is both conceptual and perceptual .
  - 7 The micro environment comprises of technical, economic and demographic environments
  - 8 Entrepreneurship is a process of identifying the opportunities in the market place.
  - 9 Organizations must not be made to accept change.
  - 10 Business X-ray is a tool for decision making.
- II Write Short notes on ANY FIVE of the following (5x2=10)**
- 1 Role of Indian economy in entrepreneurship establishment.
  - 2 Achievement motivation.
  - 3 Idea championship.
  - 4 Importance of women entrepreneurship.
  - 5 Macro environment factors influencing entrepreneurship.
  - 6 Barriers in entrepreneurship development.
  - 7 Entrepreneurial Attributes.
- III Answer ANY FIVE of the following (5x4=20)**
- 1 What is meant by financing of enterprise and discuss the process.
  - 2 Similarities between managers and entrepreneurs.
  - 3 How business leaders are unique in promotion of enterprise?
  - 4 Factors affecting entrepreneurial growth.
  - 5 Techniques of enterprise identification.
  - 6 Usefulness of SWOT analysis on setting up of enterprise.
  - 7 Characteristics of entrepreneurship.
- IV Write an essay on ANY ONE of the following (1x10=10)**
- 1 Steps and approaches in project planning, formulation and preparation of business plan.
  - 2 What is EDP? List out various institutional mechanisms to setup EDP and discuss the PESTEL factors.

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