



# KERALA AGRICULTURAL UNIVERSITY

B.Sc. Forestry 2014 Admission

6<sup>th</sup> Semester Final Examination-July-2017

Cat. No: Wosc.3208

Marks: 50

Title: Entrepreneurship Development and Communication Skills (2+1)

Time: 2 hours

I State True or False/ Fill up the blanks/ Define

(10x1=10)

## State True or False

1. Entrepreneurship is associated with high levels of achievement motivation.(T/F)
2. Venture Capital forms the profit money from an enterprise. (T/F)

## Fill up the blanks

3. EDII, the national institute of entrepreneurship development in India is located at -----
4. PPP, an emerging trend in entrepreneurship development in agriculture stands for -----
5. Achievement motivation theory is associated with -----
6. High quality low pricing strategy aimed at capturing market for a new product is called -----
7. ----- is a common tool for project management based on critical path.

## Define the following

8. NABARD
9. SWOT
10. CPM

## II Write short notes/answers on any FIVE of the following

(5x2=10)

1. Forward and backward linkages in entrepreneurship development.
2. Social corporate responsibility.
3. Economy pricing vs Skimmed pricing.
4. Agri based enterprises
5. Project cycle
6. Achievement motivation
7. Total quality management

## III Write short answers to any FIVE

(5x4=20)

1. Models of Communication.
2. Types of Business development plans.
3. Characteristics of an entrepreneur.
4. Marketing Mix
5. Communication models
6. Total Quality Control
7. Motivation Theories in Entrepreneurship Development.

## IV Write essay on any ONE

(1x10=10)

1. Explain the implications of the Indian social and political system for entrepreneurship development? Enumerate the impact of globalisation process on the Forest input industries in India?
2. Explain the significance of communication process in rural marketing with suitable models. Explain situations where indigenous media and modern cyber extension methods can be employed in entrepreneurship development enlisting the advantages and limitations.

\*\*\*\*\*