

# KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Forestry Degree Programme 2013 Admission

VI<sup>th</sup> Semester Final Examination-July 2016

Cat. No: Wosc.3208

Marks: 50.00

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

Time: 2 hours

I a. Expand the following abbreviations:

(10 x 1=10)

1. EDII
2. BCG Matrix
3. PPP
4. TQM
5. PERT

b. Complete the following:

6. \_\_\_\_\_ is a type of business plan essential for attracting investors.
7. Person associated with golden circle rule of marketing is \_\_\_\_\_
8. Low pricing of a high quality product is called \_\_\_\_\_
9. Seed money for a new enterprise is called \_\_\_\_\_
10. \_\_\_\_\_ is the basic sustaining factor of all enterprises.

II Differentiate ANY FIVE the following

(5 x 2 =10)

1. Economy pricing vs Premium pricing.
2. Corporate vs Contract Farming
3. Kinesics vs Proxemics
4. Venture capital vs Start ups
5. SWOT vs PERT
6. Verbal VS non verbal communication
7. NPV vs IRR.

III. Write short essays on ANY SIX of the following

(5 x 4 =20)

1. Motivation theories in entrepreneurship development.
2. Factors determining viability of entrepreneurship projects.
3. Programmes for micro, small and medium entrepreneurship development in India.
4. Characteristics of an entrepreneur.
5. Berlo model of communication.
6. Life cycle theory of product.
7. Non verbal communication.

IV. Write essay on ANY ONE

(1 x.10=10)

1. Explain the significance of communication process in rural development with suitable models. Quote situations where folk media and modern cyber extension methods become useful in the process of technology transfer describing their advantages and limitations.
2. Explain the implications of the Indian social and political system for entrepreneurship development. Enumerate the impact of globalization process on the Forest input industries in India.

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