

# KERALA AGRICULTURAL UNIVERSITY

B.Sc( Hons.) Forestry. 2012 Admission  
VI<sup>th</sup> Semester Final Examination-July -2015

Cat. No: Wosc.3208

Title: Entrepreneurship development and communication skills (2+1)

Marks: 80

Time: 3 hours

I a. State True/False:

(10 x 1=10)

1. Entrepreneurship is associated with high levels of achievement motivation.
2. Grammeen Banks of Bangladesh is an example of social enterprise
3. Venture Capital forms the profit money from an enterprise.
4. Kinesics is a concept associated with verbal communication.
5. Self employment ventures differ from enterprises in terms of risk bearing capacity

I b. Match the following:

- |  |  |
|--|--|
| 6. Abraham Maslow                                  | a. Ahamadabad                          |
| 7. PERT  | b. Funding agency                      |
| 8. Entrepreneurship Development Institute of India | c. Project appraisal technique         |
| 9. Presentation Business Plan                      | d. Statutory warning against smoking   |
| 10. Legal social responsibility                    | e. Need Hierarchy Theory of motivation |

II. Write short notes on (ANY TEN) of the following:

(10 x 3= 30)

1. NTFP enterprises
2. BCG Matrix
3. Market mix
4. Forward backward linkages in entrepreneurship development
5. Non-verbal Communication
6. Achievement Motivation

7. Policy environment for SSI in India
8. Globalisation and structural adjustments in developing countries
9. Total Quality management
10. Social corporate responsibility
11. Sigma six
12. Project cycle

**III. Write short essays on ANY SIX of the following**

**(6 x 5= 30)**

1. Venture Capital in India
2. Stages in Social Enterprise Development
3. Important micro, small and medium entrepreneurship development programmes of 11<sup>th</sup> five year plan
4. Models of Communication
5. Types of Business development plans
6. Contract Farming
7. Characteristics of an entrepreneur
8. Golden Circle Rule of marketing

**IV. Write essays 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 globalisation process on the Forest input industries in India?