

# KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Ag Degree Programme-2012 Admission

VI<sup>th</sup> Semester One -Time Special Re-Examination -April/May 2016

Cat. No: Extn.3204

Marks: 80

Title: Entrepreneurship development & Extension Management (1+1) Time: 3 hours-

**I. Fill up the Blanks.**

10 x 1 = 10

1. The word "Entrepreneur" is derived from the French word \_\_\_\_\_ meaning \_\_\_\_\_.
2. Industrial Development Bank of India was established in the year \_\_\_\_\_.
3. The expansion of ICICI is \_\_\_\_\_.
4. The assets having physical existence are termed as \_\_\_\_\_.
5. PERT is primarily concerned with \_\_\_\_\_.
6. The 6 Sigma concept was developed at \_\_\_\_\_.
7. MANAGE is an autonomous institution under the control of \_\_\_\_\_.
8. In POSDCoRB, the letter 'Co' stands for \_\_\_\_\_.
9. Value Added Tax was implemented in Kerala from \_\_\_\_\_.

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

10 x 3 = 30

1. Differentiate between an entrepreneur and a manager
2. List out a few major characteristics of a successful entrepreneur.
3. What are the impediments in our social system for women to become a booming entrepreneur?
4. Expand the following: MANAGE, MBO, IRR
5. What does POSDCoRB stand for?
6. Briefly, describe any one psychological and sociological theory of entrepreneurship.
7. Mention the various types of decision making
8. What are the various strategies to cope with the stress?
9. What do you mean by Six sigma concept?
10. State the advantages of Total Quality Management approach
11. Differentiate between PERT and CPM
12. What is your view about allowing FDI in multi-brand retail business?

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

6 x 5 = 30

1. Explain the concept and management process in Extension Management.
2. Public-Private Partnership will rule the agriculture in the coming days. Discuss.
3. Contract farming is a boon or bane for the farming community in India. Justify and substantiate your statement.
4. Describe the various schemes and incentives of the Government available for the promotion of entrepreneurship.
5. Explain the various steps involved in project preparation.
6. Elucidate the need and importance of time management and various techniques on the same.
7. Describe about various phases of DMAIC methodology.
8. Illustrate the Maslow's motivational theory.

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

1 x 10 = 10

1. Define TQM and discuss the various significant features of TQM. Can small-sized industries introduce and maintain TQM? Elaborate with suitable reasons.
2. Write your own arguments for and against social responsibilities and social auditing. How far Indian SSI sector is competent to fulfil these social responsibilities? Conclude in your own words.