

**DIPLOMA IN FISH PRODUCTS TECHNOLOGY
(DFPT)**

Term-End Examination

December, 2013

**BPV-046 : MARKETING AND
ENTREPRENEURSHIP DEVELOPMENT**

Time : 2 hours

Maximum Marks : 50

*Note : Attempt **any five** questions only. All questions carry equal marks.*

1. Define **any ten** of the following : **10x1=10**
- (a) Sample Survey
 - (b) Market Structure
 - (c) Marketing Research
 - (d) Demand Curve
 - (e) Direct Marketing
 - (f) Fixed Cost
 - (g) Bankable Project
 - (h) Eco-labelling
 - (i) Retail Market
 - (j) Price Spread
 - (k) Law of Diminishing Returns
 - (l) Enterprise

2. (a) Describe in brief the major requirements in modern fish marketing. 5
 (b) What are the factors that affect demand ? 5
3. Write short notes on **any two** of the following :
 (a) Microfinance 2x5=10
 (b) Importance of marketing
 (c) Self Help Groups
- 4 (a) Explain market segmentation. 5
 (b) What are the different roles of Empowerment ? 5
5. Define market functionary ? Describe the major activities of any five market functionaries in a fish market. 10
6. Write short notes on **any two** of the following : 2x5=10
 (a) Budgeting
 (b) Co-operatives in the fisheries sector
 (c) Advertising
7. What is entrepreneurship ? What are the major challenges of an entrepreneur ? What are the different skills required to be a good entrepreneur ? 10
8. (a) Explain in brief different marketing channels in the fisheries sector. 5
 (b) Name any five schemes being operated by the Marine Products Export Development Authority (MPEDA) for the fisheries sector. 5