

00785

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

December, 2013

CIE-04 : ENTERPRISE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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- Note :** (i) Answer *any five* questions.
(ii) *All* questions carry *equal* marks.
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1. (a) What do you understand by the term 'Marketing' ? Why is it important for SME sector ?
(b) Enlist the marketing problems of SME sector in India.
2. What are the objectives of 'Promotion' ? Explain the various elements of promotion mix.
3. Explain the various steps involved in the selling process.
4. Discuss the guidelines for handling customer complaints effectively.

5. What are the functions of distribution ? Briefly explain the major distribution channels.
 6.
 - (a) How are rural markets different from urban markets ? Explain.
 - (b) Discuss the importance of rural marketing in India.
 7. Briefly discuss any five important labour laws of India.
 8. Write short notes on **any two** of the following :
 - (a) Communication process
 - (b) Pareto's Law
 - (c) Functions of Human Resource Management
 - (d) Steps in transfer of technology
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