

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

December, 2014

00352

CIE-004 : ENTERPRISE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer any **five** questions. All questions carry equal marks.

1. How are social factors different from economic factors of marketing environment ? 10
2. What are the marketing problems faced by SME sector in India ? How can such problems be overcome ? 10
3. Explain the marketing communication and identify the elements used in communication process. 10
4. Identify the major considerations used in the choice of distribution channels. 10
5. Identify the potential offered by rural India and examine the constraints and challenges faced by marketers entering rural markets. 10

6. Discuss the HR Planning Tools adopted to meet the changing business challenges. 10
7. Identify quality standards and explain total quality management. 10
8. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Labour Laws
 - (b) Environmental Laws
 - (c) Value Added Tax
 - (d) Personal Selling
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