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CERTIFICATE IN ENTREPRENEURSHIP**Term-End Examination****December, 2015****CIE-04 : ENTERPRISE MANAGEMENT***Time : 2 hours**Maximum Marks : 50**Note : (i) Answer any five questions.**(ii) All questions carry equal marks.*

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| 1. | (a) | Define the term 'marketing' and distinguish it from selling. | 5 |
| | (b) | What is 'market segmentation' ? Explain giving examples. | 5 |
| 2. | | What do you understand by the term 'Product Mix' ? Explain the various concepts related to 'Product Mix' by taking the example of any company you are familiar with. | 10 |
| 3. | | What is 'Sales Promotion' ? Explain the different types of sales promotion schemes. | 10 |
| 4. | | Discuss the guidelines for handling customer complaints effectively. | 10 |
| 5. | | Discuss the marketing strategies suited for rural markets. | 10 |

6. What do you understand by the term 'Quality' ? Explain the four main components of Quality Management. 10
7. (a) What are the key functions of Human Resource Management ? 5
(b) Briefly discuss any two important Labour Laws of India. 5
8. Write short notes on **any two** of the following :
(a) Personal Selling Skills 2x5=10
(b) Channel Design
(c) Teamwork
(d) Customer Relationship Management
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