

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

00347

**Term-End Examination
December, 2017**

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

Time : 2 hours

Maximum Marks : 50

Note : (i) *Attempt any five questions only.*

(ii) *All questions carry equal marks.*

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1. (a) Define Direct Marketing. What are its advantages ? 5
 - (b) List the major functions of Marketing. 5
 2. Explain the following in 4 to 5 lines : 5x2=10
 - (a) Facilitators
 - (b) Marketing channels
 - (c) Benefit - cost Ratio
 - (d) Economic Efficiency
 - (e) Price Analysis
 3. Define Demand. Describe the factors affecting demand. 2+8=10
 4. (a) Explain the concept of Law of Diminishing Returns with the help of an example. 5
 - (b) Explain the Break-even Analysis with the help of an example. 5

5. (a) Describe the steps involved in doing a marketing research. 5
(b) Explain the consumer buying decision process. 5
6. (a) List the different types of consumer market sales promotion. Explain any one in detail. 2+3=5
(b) Expand the following : 5×1=5
(i) NABARD
(ii) MPEDA
(iii) EIC
(iv) NFDB
(v) NCDC
7. (a) Explain the process of Empowerment. 5
(b) List the different types of Entrepreneurship. Explain any one in detail. 5
8. (a) List the steps to calculate the economics of production. 5
(b) What are the characteristics of an ideal project ? 5
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