DIPLOMA IN FISH PRODUCTS TECHNOLOGY (DFPT)
Term-End Examination
December, 2020

BPV-046 : MARKETING AND ENTREPRENEURSHIP DEVELOPMENT

Time : 2 Hours *Maximum Marks : 50*

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

(ii) All questions carry equal marks.

1. (a) List the different types of markets. Explain any ***one*** in detail. 2 + 3

   (b) What are the major functions of marketing ? 5

2. (a) Define the following : 5 × 1 = 5

   (i) Market Functionaries

   (ii) Retailers

   (iii) Facilitators

(iv) Marketing Channels

(v) Multi-channel Marketing

(b) Define Market Efficiency. How will you measure market efficiency ?   2 + 3

3. (a) Explain demand curve with the help of an example.   5

(b) Describe the law of diminishing returns with a suitable example.   5

4. Write short notes on any *two* of the following :

$$2 \times 5 = 10$$

(a) Cash Flow Statement

(b) Price Analysis

(c) Market Research

5. (a) Briefly discuss about the different steps involved in Marketing Research.   5

(b) Define Consumer Behaviour. List the exogenous and endogenous factors affecting the consumer behaviour.   5

6. (a) What are the different types of consumer market sales promotion ? Explain any *one* with an example. 2 + 3

(b) What is NABARD ? Explain its role. 2 + 3

7. (a) Define Empowerment. Depict the various dimensions of empowerment with the help of a diagram. 1 + 4

(b) Discuss about the different entrepreneurship skills. 5

8. Write short notes on any *two* of the following :

$2 \times 5 = 10$

(a) Insurance

(b) Characteristics of an ideal project

(c) Factors influencing the success of a project