

**DIPLOMA IN FISH PRODUCTS
TECHNOLOGY (DFPT)
Term-End Examination
December, 2021**

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

Time : 2 hours

Maximum Marks : 50

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

1. (a) Define Direct Marketing. What are its advantages ? 2+3=5
(b) Describe the infrastructure required in modern fish marketing. 5
2. (a) Explain the marketing channels in fisheries sector. 5
(b) Describe Cost-Benefit Ratio. 5
3. Write short notes on any **two** of the following : $2 \times 5 = 10$
 - (a) Market Demand
 - (b) Elasticity of Demand and Supply
 - (c) Factors of Production

4. (a) Differentiate between Balance Sheet and Income Statement. 5
- (b) Describe the factors affecting the price of a commodity. 5
5. (a) List the steps involved in conducting a market research. 5
- (b) Describe market segmentation. 5
6. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Advertising
- (b) National Fisheries Development Board (NFDB)
- (c) Cooperative Movement
7. (a) Explain the empowerment process. 5
- (b) Describe the skills that an entrepreneur should possess. 5
8. (a) Describe the factors determining the economics of production. 5
- (b) Enlist the characteristics of an Ideal Project. 5
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