

00540

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

Term-End Examination

June, 2013

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

Time : 2 hours

Maximum Marks : 50

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

1. Define *any ten* of the following terms : **10x1=10**
- (a) Market
 - (b) Retail Market
 - (c) Cost - Benefit Ratio
 - (d) Market Efficiency
 - (e) Fixed cost
 - (f) Balance sheet
 - (g) Price Analysis
 - (h) Self - Help Groups (SHGs)
 - (i) Enterprise
 - (j) Depreciation
 - (k) Return
 - (l) Entrepreneurship

2. (a) Explain the importance of Marketing. 5
(b) Discuss about the different marketing channels in Fisheries sector. 5
3. Write short notes on *any two* of the following : **2x5=10**
(a) Market Functionaries and their functions
(b) Market Equilibrium
(c) Break - Even Analysis
4. (a) Define Demand. What are the factors affecting demand ? 5
(b) Describe the factors of production. 5
5. Discuss about the methods of price Analysis. 10
6. Write short notes on *any two* of the following : **2x5=10**
(a) Market segmentation
(b) Marine Products Export Development Authority (MPEDA)
(c) Types of entrepreneurship.
7. Explain the different empowerment initiatives in India. What are the challenges ahead ? Describe the yardsticks for self - empowerment. 10
8. (a) Discuss about different types of Consumer Market Sales Promotion. 5
(b) Discuss about the different aspects of project preparation. 5