

00124

## CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

June, 2013

### CIE-04 : ENTERPRISE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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**Note :** (i) Answer *any five* questions.  
(ii) *All* questions carry *equal* marks.

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1. Explain the various 'non-controllable' factors of marketing environment, giving suitable examples.
2. (a) Briefly explain the various elements of communication process.  
(b) Differentiate between advertising and publicity.
3. What do you understand by Customer Relationship Management (CRM) ? Explain the various components involved in CRM.
4. (a) Explain the importance of personal selling.  
(b) What are the qualities to be possessed by a salesperson to be successful ? Discuss.

5. With the help of suitable examples explain the marketing strategies suited for rural markets.
  6. What is Human Resource Management ? Explain the various HR Planning Tools.
  7. Briefly discuss any five important Acts related to Business and Economic Laws in India.
  8. Write short notes on **any two** of the following.
    - (a) Classification of products.
    - (b) Various types of selling process.
    - (c) Considerations in channel choice.
    - (d) Total Quality Management.
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