

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

00062

June, 2014

CIE-04 : ENTERPRISE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. Define Marketing and identify the six principal functions of Marketing.
2. Briefly explain the tools and techniques of marketing which an entrepreneur should know for effectively marketing his/her product.
3. Identify pricing strategy and explain the pricing policy to be adopted.
4. What are the major distribution channels ? Briefly explain.
5. List the major characteristics of rural market. Why are rural markets gaining more importance than urban markets ?

6. What is Teamwork ? Briefly explain any technique used to build team-spirit in an organization.
 7. Explain the meaning of technology. Why is it essential for entrepreneurs to understand different aspects of technology ?
 8. Write short notes on any *two* of the following :
 - (a) Business and Economic Law
 - (b) Legal Issues
 - (c) Environmental Policy
 - (d) Advertising
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