

00253

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

Term-End Examination

June, 2017

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

Time : 2 hours

Maximum Marks : 50

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

1. (a) What are the advantages of direct marketing ? 5
(b) Identify any four major functions of marketing. Explain any one in detail. 1+4=5
2. Write short notes on any two of the following :
(a) Wholesale markets 2x5=10
(b) Traders
(c) Technical Efficiency
3. (a) Differentiate between demand and supply. 5
(b) Differentiate between total cost, average cost and marginal cost with the help of an example. 5
4. What is price analysis ? Why it is carried out ?
What are the factors influencing price of a product ? 2+3+5

5. Describe the different methods of data collection and sampling employed in marketing research. 10
 6. Explain the different steps involved in advertisement planning and managing. 10
 7. Describe the process of empowerment. 10
 8. Write short notes on any two of the following : $2 \times 5 = 10$
 - (a) Factors determining the economics of production.
 - (b) Insurance.
 - (c) Constraints in project preparation.
-