

00413

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

Term-End Examination

June, 2018

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

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions only.

(ii) All questions carry equal marks.

1. Write short notes on **any two** of the following : **2x5=10**
 - (a) Characteristics of Roadside and Super Markets
 - (b) Benefits of exporting fish
 - (c) Marketing management

2. (a) Describe the different marketing channels in fisheries sector. **5**
(b) Differentiate between economic efficiency and technical efficiency. **5**

3. Define Supply. Describe the factors affecting supply. **10**

4. Explain the following in 4 to 5 lines : **5x2=10**
 - (a) Capital
 - (b) Marginal Product
 - (c) Balance Sheet
 - (d) Net Present Value
 - (e) Internal Rate of Return

5. (a) Define Marketing Information System.
What are its major components ? $2+3=5$
- (b) Explain the different levels of market segmentation. 5
6. (a) Discuss about the different stages involved in advertising. 5
- (b) Describe the roles and importance of Marketing Institutions. 5
7. (a) Describe the indicators of empowerment. 5
- (b) What are the major challenges faced by entrepreneurs ? 5
8. (a) Discuss about the factors determining the economics of production. 5
- (b) What are the criteria for selecting a bankable project ? 5
-