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BPV-046

DIPLOMA IN FISH PRODUCTS

TECHNOLOGY (DFPT)

Term-End Examination

June, 2020

BPV-046 : MARKETING AND

ENTREPRENEURSHIP DEVELOPMENT

Time : 2 Hours

Maximum Marks : 50

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

1. (a) Illustrate the marketing functions with the help of a diagram. 5
- (b) Discuss about the marketing management. 5
2. (a) Depict the different marketing channels in marine fisheries. 5
- (b) Explain cost-benefit ratio. 5

3. Write short notes on any *two* of the following :

2×5=10

- (a) Market demand
 - (b) Law of diminishing returns
 - (c) Fixed costs and variable costs
4. (a) Differentiate between balance sheet and income statement. 5
- (b) Describe price trend analysis. 5
5. (a) List the general marketing strategies followed by an entrepreneur. Explain any *one* in detail. 1, 4
- (b) What is taste panel ? Briefly discuss about the guidelines for conducting the consumer studies using taste panel. 1, 4

6. Write short notes on any *two* of the following :

2×5=10

- (a) Stages of advertising
- (b) NABARD
- (c) Co-operative movement

7. (a) Define Self-Help Groups (SHGs). Give its importance. What are the criteria for forming a SHG ? 1, 2, 2
- (b) What are the skills an entrepreneur should have ? 5
8. (a) Describe the factor determining the economics of production. 5
- (b) Briefly discuss about the criteria that decide the bankability of a project. 5