

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

Term-End Examination

June, 2023

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

Time : 2 Hours

Maximum Marks : 50

Note : Answer any *five* of the following questions.

All questions carry equal marks.

1. (a) Discuss the role of marketing in social and economic development of the country. 5
(b) Define market segmentation and write down *four* bases of it. 5
2. (a) Define returns. Give the possible reasons for low returns of an enterprise. 5
(b) Describe budgeting. 5
3. (a) What is the wholesale market ? How is it different from a retail market ? 5

- (b) Discuss the role of MPEDA as a public sector organisation in promoting marine fish products. 5
4. (a) What preparations should a salesperson make before arranging a sales meeting ? 5
- (b) Explain the components of marketing information system with the help of a diagram. 5
5. (a) Discuss the construction and uses of price indices in fisheries sector. 5
- (b) Describe elasticity of demand and supply. 5
6. (a) Write short notes on the following : 5
- (i) Internal Rate of Return
- (ii) Net Present Value
- (b) Briefly describe guidelines for sensory evaluation of fishery products. 5
7. (a) State the Law of Supply. Explain supply curve with an example. 5
- (b) What are the constraints in project preparation ? 5
8. Briefly describe various consumer market sales promotion techniques. 10