

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

Term-End Examination

June, 2015

00290

**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 is marketing ? How marketing helps to increase national income ? 5
- (b) Outline the role of consumers in modern marketing scenario. 5

2. What is a domestic market ? Explain the importance of domestic fish marketing system in India with opportunities and present drawbacks. What are the characteristic features of a roadside market ? 2+3+5=10

3. (a) What is economics of production ? 2
- (b) Name the components of economics of production and list the items under various components. 3
- (c) What is return ? How the return of a product can be calculated ? 5

4. Write short notes on **any five** of the following : 5x2=10
- (a) Target marketing
 - (b) Sensory evaluation
 - (c) Advertising
 - (d) Co-operative movement
 - (e) Consumer behaviour
 - (f) Market segmentation
5. (a) What are the six basic steps in advertisement planning and managing ? 5
- (b) Why it is necessary to identify and define target audience for an advertisement programme ? 3
- (c) List any four sales promotion techniques used in marketing. 2
6. (a) What are entrepreneurial skills ? Discuss the five special skills an entrepreneur should possess. 6
- (b) How is entrepreneurship measured at individual, national and global levels ? 3
- (c) Who is a sole proprietor ? 1
7. Write short notes on **any five** of the following : 5x2=10
- (a) Depreciation
 - (b) Return
 - (c) Interest on fixed capital
 - (d) Self Help Groups
 - (e) Women empowerment
 - (f) Entrepreneurship development institution

8. (a) What are current assets and liabilities ? 2
(b) Explain break - even point. 3
(c) Give formulae for the following ratios : 5
(i) Current ratio
(ii) Current liability ratio
(iii) Net capital ratio
(iv) Rate of return on investment
(v) Capital turnover ratio
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