

**CERTIFICATE IN ENTREPRENEURSHIP**

**Term-End Examination**

00500

**June, 2015**

**CIE-04 : ENTERPRISE MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. (a) What is Marketing ? Enlist the major objectives of Marketing. 5
- (b) Why is it important for marketers to understand the marketing environment ? Explain. 5
2. (a) What is 'Marketing Mix' ? Explain briefly. 5
- (b) Enlist the major objectives of physical distribution. 5
3. (a) What are the major objectives of advertising ? 5
- (b) Distinguish between advertising and publicity. 5

4. (a) Explain the importance of personal selling. 5  
(b) Discuss the qualities which a salesperson must possess to be successful. 5
5. What is 'rural market' ? Discuss the challenges for marketers entering the rural markets. 10
6. (a) Explain the importance of technology for an enterprise. 5  
(b) What do you understand by the term 'Total Quality Management' ? Explain. 5
7. Briefly discuss any five major 'Business and Economic Laws' of India. 10
8. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (a) Kaizen Theory
  - (b) Selling Process
  - (c) Considerations in Channel Choice
  - (d) Absenteeism
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