

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

December, 2011

CIE-04 : ENTERPRISE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

*Note : (i) Answer any five questions
(ii) All questions carry equal marks*

1. Explain the term 'marketing'. List out the various functions of marketing.
2. List out the components of pricing and explain the different pricing strategies that can be used by you as a marketer.
3. Compare the various components of promotion mix.
4. What do you understand by Customer Relationship Management (CRM) ? Why building of customer relationship is important in any organization ?

5. Discuss the important skills required in a salesperson.
6. Explain the term 'Human Resource Management' and describe its key functions.
7. Enlist a few important Acts related to business and economic laws in India and briefly explain any two of them.
8. Write short notes on *any two* of the following :
- (a) Major distribution channels
 - (b) Marketing strategies for rural markets
 - (c) Total Quality Management (TQM)
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