

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

June, 2011

CIE-04 : ENTERPRISE MANAGEMENT

00542

Time : 2 hours

Maximum Marks : 50

*Note : (i) Answer **any five** questions*

*(ii) All questions carry **equal** marks*

1. What is marketing ? Why is it important for SME sector ?
2. Explain the following terms giving suitable examples.
 - (a) Product mix
 - (b) Sales promotion
3. Explain the various steps in developing effective marketing communication.
4. Discuss the guidelines for handling customer complaints effectively.
5. Explain the various considerations to be made while deciding on the distribution channel.

6. Define rural marketing and briefly explain its characteristics.
 7. How would you identify, access and assess technology ? Explain.
 8. Write short notes on *any two* of the following :
 - (a) Kaizen theory
 - (b) Steps in selling process
 - (c) Functions of Human Resource Management
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