

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

December, 2012

CIE-04 : ENTERPRISE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. What is marketing ? Explain the various 'non-controllable' factors of marketing environment.
2. What are the different objectives of 'Pricing' ? Explain the factors affecting the pricing decision.
3. (a) Enlist the various components of communication process.
(b) Differentiate between advertising and publicity.
4. What do you mean by 'Selling' ? Explain the selling process.

5. What are the two major functions of 'Distribution' ? Explain the different types of distribution channels.
 6. Explain the basic features of technology. What are the various steps involved in transfer of technology ?
 7. Briefly outline any five major Acts related to Business and Economic Laws of India.
 8. Write short notes on *any two* of the following :
 - (a) Guidelines for handling customer complaints
 - (b) Characteristics of rural markets
 - (c) HR Planning Tools
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