

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

00371 **Term-End Examination**

December, 2014

**BPV-046 : MARKETING AND ENTREPRENEURSHIP
DEVELOPMENT**

Time : 2 hours

Maximum Marks : 50

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

1. Give short notes on any *five* of the following : *5×2=10*
- (a) Importance of marketing
 - (b) Direct marketing
 - (c) Channels of marketing
 - (d) Hygiene and sanitation in markets
 - (e) Market functionary
 - (f) Role of facilitators
 - (g) Market structure
2. (a) What are the different types of markets as far as fish commodity is concerned ? *3*
- (b) Describe each type of market and the category of consumers they cater to. *7*

3. (a) What is demand ? Explain the factors affecting demand, with an example. $1+4=5$
- (b) Define price elasticity of demand. Explain it by giving a comparison between elasticity of price of food and luxury items. $1+4=5$
4. Define any **ten** of the following : $10 \times 1 = 10$
- (a) Wholesale market
 - (b) Market efficiency
 - (c) Supply
 - (d) Production function
 - (e) Budget
 - (f) Benefit-cost ratio
 - (g) Seasonal index
 - (h) Marketing strategy
 - (i) Empowerment
 - (j) Microfinance
 - (k) Entrepreneur
 - (l) Bankable project
5. Define project. Elaborate the fundamentals of a bankable project and mention the factors influencing the success of a project. $2+4+4=10$

6. (a) What is marketing research ? List out the various advantages of marketing research. 5
- (b) What are the five key stages in market planning and why are they important ? 5
7. (a) What is entrepreneurship ? Explain the types of entrepreneurship with an example. 1+4=5
- (b) Discuss the aspects of entrepreneurship development. Write some challenges of entrepreneurship. 2+3=5
8. (a) What is consumer behaviour ? Explain the factors affecting consumer behaviour with an example. 1+4=5
- (b) Why is it important to study consumer satisfaction of a product marketed ? 5
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