

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

00509

**Term-End Examination**

**December, 2016**

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

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. Describe the infrastructure requirements in modern fish marketing. 10
  
2. Write short notes on any two of the following :
  - (a) Marketing Channels in fisheries sector. 2x5=10
  - (b) Functions of marketing channels
  - (c) Cost benefit ratio
  
3. (a) What is market equilibrium ? Explain it with the help of an example. 1+4=5  
(b) Describe the law of diminishing returns with the help of an example. 5
  
4. Define the following : 5x2=10
  - (a) Depreciation
  - (b) Balance Sheet
  - (c) Break - Even Point
  - (d) Internal Rate of Return
  - (e) Cash Flow statement

5. Describe in detail about market segmentation. 10
6. (a) Describe the role of MPEDA in fish products marketing. 5  
(b) Explain the cooperative marketing system. 5
7. Write short notes on **any two** of the following : 2x5=10  
(a) Self - Help Groups.  
(b) Challenges of Entrepreneurship.  
(c) Entrepreneurship skills.
8. Describe the guidelines needed in the preparation of a bankable project. 10
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