

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

Term-End Examination

December, 2022

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

Time : 2 hours

Maximum Marks : 50

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

1. (a) Define the term marketing. Indicate any three importances of marketing. 2+3
(b) Explain 'market expansion' strategy with a suitable example from fisheries. 5
2. (a) What do you understand by the term 'Entrepreneur' ? Who is a social entrepreneur ? 5
(b) Explain the components of economics of production. 5
3. (a) Explain the concept of break-even point. 5
(b) Discuss the Co-operative Movement in India with an example of a successfully running co-operative for development of fisheries. 5

4. (a) Define direct marketing and give its advantages. 5
- (b) Explain economic efficiency and technical efficiency in marketing. 5
5. (a) Explain the role and functions of commission agents in fish marketing. 5
- (b) What are the criteria considered for selection of a project for financing ? 5
6. Explain the term demand and describe the factors affecting demand. 10
7. Discuss the role and importance of marketing research and give the steps involved in conducting marketing research. 10
8. What do you understand by consumer behaviour ? What are the exogenous factors affecting consumer behaviour ? 10
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