

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

00806

**Term-End Examination**

**June, 2012**

**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. Define *any* TEN of the following terms : **10x1=10**
- (a) Marketing
  - (b) Wholesale Market
  - (c) Marketing Efficiency
  - (d) Demand
  - (e) Capital
  - (f) Variable Cost
  - (g) Budget
  - (h) Taste Panel
  - (i) Break - Even Point
  - (j) Entrepreneur
  - (k) Micro finance
  - (l) Project

2. (a) Define direct marketing. What are its advantages ? 5
- (b) Describe the major functions of marketing. 5
3. Write short notes on *any two* of the following : 2x5=10
- (a) Cost - Benefit Analysis
- (b) Law of Diminishing Returns
- (c) Market Information System (MIS)
4. (a) Define supply. What are the different factors affecting supply ? 5
- (b) What is cash flow statement ? Explain with a suitable example. 5
5. What is Price Analysis ? Why it is required ? 10  
Discuss about the factors influencing Price Analysis.
6. Write short notes on *any two* of the following : 2x5=10
- (a) Advertising
- (b) Entrepreneurship skills
- (c) Role and Importance of Marketing Institutions.

7. Define Empowerment. Why it is required ? What are the different types of empowerment ? Describe the strategies that lead to empowerment. 10
8. (a) What are the characteristics of an ideal project ? 5
- (b) Discuss about the different factors affecting Consumer Behaviour. 5
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