

DIPLOMA IN FISH PRODUCTS TECHNOLOGY (DFPT)

Term-End Examination

June, 2014

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

Time : 2 hours

Maximum Marks : 50

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

1 Define **any Ten** of the following terms : **10x1=10**

- (a) Elasticity of demand
- (b) Value Addition
- (c) SHG
- (d) Taste Panel
- (e) Variable Cost
- (f) Current Liability Ratio
- (g) Wholesale Market
- (h) Enterprise
- (i) Balance Sheet
- (j) Market Development

- (k) MIS
- (l) Price Analysis
2. (a) What is supply? Give the factors that affect supply? 5
- (b) What do you understand by the terms NPV, CBR and IRR. 5
3. Write short notes on *any two* of the following: 2x5=10
- (a) Market planning
- (b) Types of Empowerment
- (c) Factors of production
4. (a) What are the opportunities and drawbacks of domestic fish marketing? 5
- (b) What are the different factors that influence the success of a project? 5
5. Describe the different components of economics of production. 10
6. Write short notes on *any two* of the following : 2x5=10
- (a) Functions of marketing
- (b) Sales Promotion
- (c) Total Product, Marginal Product and Average Product

7. What is marketing? Why is marketing important to the economy? 10
- 8 (a) What is marketing efficiency? Explain in brief any two measures used to arrive at marketing efficiency. 5
- (b) What are the reasons for starting an Enterprise 5

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