

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

Term-End Examination

June, 2016

**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 : 10x1=10
- (a) Cash flow statement
 - (b) Repayment period
 - (c) Entrepreneur
 - (d) Marginal product
 - (e) Retail Market
 - (f) Demand Curve
 - (g) Variable Cost
 - (h) Bankable project
 - (i) Taste Panel
 - (j) Market Development
 - (k) Price Spread
 - (l) Empowerment

2. (a) Explain market equilibrium with the help of an example. 5
(b) What are factors that decide consumer behaviour ? 5
3. Write short notes on **any two** of the following :
(a) Sales promotion 2x5=10
(b) Law of diminishing returns
(c) Depreciation
4. Define entrepreneurship. What are the skills required to be an entrepreneur ? List some of the challenges that an entrepreneur is likely to face. 1+4+5=10
5. (a) Discuss modern marketing strategies. 5
(b) What is elasticity of demand and supply ? 5
6. Write short notes on **any two** of the following :
(a) Balance Sheet and Income Statement 2x5=10
(b) Sampling and Data Collection
(c) Wholesale and Retail markets
7. What is marketing ? Explain the different infrastructure requirements in modern fish marketing. 2+8=10
8. (a) Describe the importance of marketing. 5
(b) What are the characteristics of an ideal project ? 5
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