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BPV-046

DIPLOMA IN FISH PRODUCTS

TECHNOLOGY (DFPT)

Term-End Examination

June, 2021

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

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. (a) Explain Direct Marketing. What are its advantages ? 2+3
- (b) Briefly describe the infrastructure required in modern fish marketing. 5
2. (a) Differentiate between wholesale markets and retail markets. 5
- (b) Describe cost-benefit ratio. 5
3. (a) Explain market equilibrium with the help of an example. 5

- (b) List the different factors needed for production. Explain any **one** in detail. 2+3
4. (a) Define the following : 5×1=5
 - (i) Budget
 - (ii) Capital Budgeting
 - (iii) Income Statement
 - (iv) Capital Turnover Ratio
 - (v) Break-Even Point
- (b) Discuss about the different factors influencing price of a commodity. 5
5. Write short notes on any **two** of the following : 2×5=10
 - (a) Types of Market Research
 - (b) Marketing Intelligence Systems
 - (c) Sensory Evaluation
6. (a) Define Selling. What are the different selling activities undertaken by professional salespersons ? 2+3
- (b) Discuss about NET FISH. 5
7. (a) Describe Self-Help Groups (SHG). Give the criteria for a SHG. 2+3
- (b) Define Enterprise. What are the reasons for starting an enterprise ? 2+3

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8. Write short notes on any *two* of the following :

2×5=10

- (a) Depreciation
- (b) Stages in calculating economics of production
- (c) Constraints in project preparation