

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

Term-End Examination

June, 2022

**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) Define Marketing. Give its importance. 5
- (b) Describe modern fish marketing. 5
2. (a) List any *five* functions of marketing channels. 5
- (b) Define marketing efficiency. Briefly explain how to measure it. 5

3. (a) Describe the concept of market equilibrium with an example. 5
- (b) Explain law of diminishing returns. 5
4. Write short notes on any *two* of the following :
 $2 \times 5 = 10$
- (a) Cash Flow Statement
- (b) Cost-Benefit Analysis
- (c) Price Analysis
5. (a) Describe the components of market information system. 5
- (b) List the factors affecting consumer behaviour. 5
6. (a) Explain the steps in advertisement planning and management. 5
- (b) Describe the role and importance of marketing institutions. 5
7. Write short notes on any *two* of the following :
 $2 \times 5 = 10$
- (a) Self-help Groups

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- (b) Types of Entrepreneurship
 - (c) Challenges of Entrepreneurship
8. (a) List the components of fixed cost and variable cost. 5
- (b) Explain the constraints involved in project preparation. 5