



SE-6889

B. E. III (Sem - V) Examination

April / May – 2011

Entrepreneurship Development & Marketing

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दर्शायेव निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. 3 (Sem - 5)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Entrepreneurship Development & Marketing"/>	<input type="text"/>
Subject Code No. : <input type="text" value="6"/> <input type="text" value="8"/> <input type="text" value="8"/> <input type="text" value="9"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,...): <input type="text" value="1&2"/>	

- (2) Attempt all questions.
(3) Figures to the right indicate full marks of the questions.
(4) Each section carries 50 marks.

SECTION - I

- 1 Answer the following : (any **eight**) **16**
- (1) Explain qualities of Entrepreneur.
 - (2) Name sales forecast technique.
 - (3) Elements of marketing mix.
 - (4) What is BEP ?
 - (5) Name channel of distribution.
 - (6) What is industrial sickness ?
 - (7) Define SSI
 - (8) Explain elements of Cost.
 - (9) Name sources of recruitment.
 - (10) Criteria for selecting project.

- 2 Discuss rehabilitation measures for sick industries. **16**

OR

- 2 Explain govt policies helps for growth of SSI.

- 3** Write short notes on (any **two**) : **18**
- (1) Monitoring progress of project
 - (2) Workmen Compensation Act
 - (3) Causes of industrial sickness
 - (4) Process of selection

SECTION - II

- 4** Explain functions of entrepreneur. **16**

OR

- 4** Explain govt. and non govt. promotion schemes in detail.

- 5** Discuss causes of industrial disputes. **16**

OR

- 5** What do you mean by budgeting and explain budgerary control ?

- 6** Write short notes : (any **two**) **18**

- (1) Factories Act
 - (2) Technical consultancy
 - (3) Preparation of Project Report
 - (4) Placement
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