

M.Sc. (Home Science) Communication & Extension (Semester—II) Examination
ENTREPRENEURSHIP DEVELOPMENT IN COMMUNICATION
Paper—125ED53

Time : Two Hours]

[Maximum Marks : 45

Note :— ALL questions are compulsory and carry equal marks.

1. Answer any *one* of the following :
 - 1.1 Explain the entrepreneurship development process with example. 9
 - 1.2 State the different types of enterprises and explain importance in national economy. 9
2. Answer as directed :
 - 2.1 Write about any two factors related to motivation of entrepreneurs. 2
 - 2.2 Give examples of particular factors (any two) causing external motivation. 2
 - 2.3 New entrepreneur does not face any problem (State True or False). 1
 - 2.4 State examples of the following competencies :
 - 2.4.1 Initiative 1
 - 2.4.2 Assertive 1
 - 2.4.3 Persuasive 1
 - 2.4.4 Interactive. 1
3. Answer the following as directed :
 - 3.1 State the sources (any two) for project identification. 2
 - 3.2 Limited resources are required to get maximum return. (State True or False) 1
 - 3.3 State the strengths of an entrepreneur (any two). 2
 - 3.4 List out the threats of an entrepreneur (any two). 2
 - 3.5 Interaction with environment is essential to solve the problems. (State True or False) 1
 - 3.6 State example of any small scale business. 1

4. Answer the following as directed :
- 4.1. Write about any three consultancy areas for extension communication. 2
 - 4.2. Write about any two services which can be provided by the entrepreneur. 2
 - 4.3. Write any two entrepreneurial opportunities in media production. 2
 - 4.4. The job of the consultant is to provide _____ and _____ to solve related problem. 1
 - 4.5. Service provider is responsible for prompt service. (State True or False) 1
 - 4.6. Event management is service business. (State True or False) 1
5. Answer any one of the following :
- 5.1. Explain the policy of govt. about reservation and sanctions for small scale industry. 9
 - 5.2. Explain the procedure for setting up any small scale industry. 9