

AQ-499

M.Sc. Home-Science (Communication and Extension)

Semester—II Examination

**ENTREPRENEURSHIP DEVELOPMENT IN
COMMUNICATION**

Subject Code—125 ED 53

Time—Two Hours]

[Total Marks—45

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

1. Answer any **ONE** of the following :
 - (i) Elaborate on the concept of entrepreneurship development. 9
 - (ii) Describe the stages in entrepreneurial process. 9
2. Write short notes on the following :
 - (i) Entrepreneur 3
 - (ii) Motivation 3
 - (iii) Interpersonal skills. 3
3. Answer as directed :
 - (i) Fill in the blanks with appropriate words given in the bracket :
(Business plan, Break even point, Quality control, Environment scanning, Financial feasibility)
 - (a) _____ is the process by which organizations monitor opportunities and threats to their business. 1

- (b) _____ is the ability of the organization to raise appropriate funds. 1
- (c) _____ refers to the level of operation at which the project neither earns profit nor incurs loss. 1
- (d) _____ is a well defined written argument based on facts, figures and estimates. 1
- (e) _____ determines the cause for variations in the characteristics of product. 1
- (ii) Answer in brief :
- (a) TQM 2
- (b) Market Assessment. 2
4. Answer any **ONE** of the following :
- (i) Preliminaries in starting an N.G.O. Explain. 9
- (ii) Elaborate on the production process of print material.
5. Answer as directed :
- (i) Write short notes on :
- (a) DIC 2
- (b) IDBI 2
- (c) NABARD. 2
- (ii) Write true or false :
- (a) Small enterprises tend to cut on labour. 1
- (b) Co-operative banks constitute the least favoured banking sector. 1
- (c) IDBI is the subsidiary of R.B.I. 1