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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY
UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**

B. Sc. (Ag.) (Fifth Semester) Examinations, November 2024
EE-315 – Entrepreneurship Development and Business Communication

Time: 2 hrs

Maximum : 50 Marks

The figures in the right hand margin indicate marks.

PART – A

Q.1. Fill in the blanks with suitable word / figure.

(0.5 x 10 = 5 Marks)

- a. Occurrence of pest and disease is _____ of SWOT analysis of farm entrepreneur
- b. A person who sets up a business or businesses, taking on financial risks in the hope of profit is an _____
- c. Entrepreneur who carries out his profession for his personal satisfaction is _____ entrepreneur.
- d. Need of power/affiliation/achievement is given by the theory of needs given by _____
- e. Entrepreneur is a social parasite told by _____
- f. Need of power/affiliation/achievement is given by the theory of needs given by _____
- g. Entrepreneur takes _____ risk.
- h. One of the allied sectors agri-enterprise is _____
- i. Hierarchy of needs is given by _____
- j. Indian Institute of Entrepreneurship is located at _____

Q. 2. Define or Explain in one line.

(1 x 5 = 5 Marks)

- a. Entrepreneur
- b. Leadership
- c. Supply Chain management
- d. Supervision
- e. Globalization

Q3. Match the following

(0.5 x 10 = 5 Marks)

Column – A

Column – B

- | | |
|-------------------------------------|------------------------------------|
| (a) NIESBUD | (i) Having large land area |
| (b) Weakness | (ii) Management approach |
| (c) Organisational skill | (iii) Decreasing fertility of land |
| (d) Achievement | (iv) Guwahati |
| (e) Venture capital | (v) NOIDA |
| (f) Entrepreneurial characteristics | (vi) Unskilled labour |
| (g) TQM | (vii) Funding |
| (h) Threat | (viii) Strive for Success |
| (i) Strength | (ix) Controlling |
| (j) IIE | (x) Moderate Risk taker |

Q4. Write True or False against each statement

(0.5 x 10 = 5 Marks)

- a. Supervision is only about controlling employees.
- b. Entrepreneurship skills cannot be learned, they are inherent.
- c. Growing Entrepreneurship has resulted in more agri-exports from India
- d. NIESBUD is located at Guwahati.
- e. TQM is a management approach to long-term success through customer satisfaction
- f. A Democratic leader is a person who forces his decision upon others
- g. A business leader has the ability to influence a group towards the achievement of goals.
- h. Competition from other industries is a part of weakness in SWOT analysis
- i. Economic reforms like LPG 1991 have no impact on agribusiness.
- j. Market study/analysis is a part of entrepreneurship development.

PART – B

Attempt ANY FIVE questions. All question carries equal marks

(6 x 5 = 30 Marks)

- 5. Why it is important for B.Sc. Ag students to learn Entrepreneurship development in Agriculture sector?
- 6. What are the 6 most important characteristics of an entrepreneur. Explain in detail about it.
- 7. Write short notes on (any TWO)
 - a) Business planning
 - b) Constraints in Rural Entrepreneurship
 - c) Importance of Business leadership
- 8. Differentiate between (Any 2)
 - a) Entrepreneur vs Manager
 - b) Social needs vs Physiological needs (in Maslow's hierarchy of needs)
 - c) Intrinsic motivation vs Extrinsic motivation
- 9. What is TQM? What are the important components in TQM?
- 10. Explain in details about Maslows hierarchy of needs with its suitable diagram

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