

No. of Printed Pages : 4

Roll No.

120264/30364

6th Sem. /Agri. (5th Sem. Chem, P&P, Auto)

Subject : EDM

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1
- a) Expand JIT.
 - b) Write full form of NSIC.
 - c) Define management.
 - d) What is VAT?
 - e) What is a trade mark?
 - f) Who is an entrepreneur?
 - g) Define leadership.
 - h) What is performance appraisal?
 - i) What do you mean by survey?

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- j) What is a sole proprietorship firm?
- k) Explain the term motivation.
- l) Define material management.
- m) What is an incentive?
- n) What do you mean by copyright?
- o) Explain direct tax.
- p) What is PPR?
- q) Define financial management.
- r) What is excise duty?

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) What do you mean by 'Branding'?
 - ii) What is the need of promoting entrepreneurship?

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- iii) Write about different types of market surveys.
- iv) What is a business opportunity?
- v) What is the importance of HRM?
- vi) Explain the process of directing.
- vii) What are the difficulties faced by entrepreneurs?
- viii) What are different types of CRM?
- ix) What is economic feasibility report?
- x) Explain democratic leadership.
- xi) Explain Herzberg theory of motivation.
- xii) What is organisation structure?
- xiii) What are the factors affecting motivation?
- xiv) Write a note on IPR.
- xv) Why assessing demand and supply is important?

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SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Who is an entrepreneur? What are the qualities that an entrepreneur should possess?
- Q.4 What are different considerations taken into account by an entrepreneur in product selection?
- Q.5 Explain the term Management? Give different functions of management.
- Q.6 Explain the structure of a Line and Staff Organisation.
- Q.7 Write notes on
 - a) Technology Business Incubators
 - b) NABARD

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