



**WEST BENGAL STATE UNIVERSITY**  
B.Sc. Honours 6th Semester Examination, 2022

**IFFACOR14T-INDUSTRIAL FISH AND FISHERIES (CC14)**  
**ENTREPRENEURSHIP DEVELOPMENT**

Time Allotted: 2 Hours

Full Marks: 40

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance.*

1. Answer any **seven** questions from the following: 2×7 = 14
  - (a) What are the demerits of internal source of recruitment?
  - (b) Define project.
  - (c) Mention the levels of fisheries education in India.
  - (d) What is critical path method?
  - (e) What are the elements of science in management?
  - (f) What do you mean by off the job training?
  - (g) Comment on status of India as seafood exporter.
  - (h) What is the role of NABARD in aquacultural development?
  - (i) What is the benefit of training?
  
2. Write notes on any **two** of the following: 3×2 = 6
  - (a) Market segmentation
  - (b) MPEDA
  - (c) Leadership
  - (d) Comparative management.
  
3. Answer any **four** questions from the following: 5×4 = 20
  - (a) Write a brief account of conflicts and decision making in organizational communication. 5
  - (b) Discuss the importance of advertisement in promotion of sales. 5
  - (c) What are the four 'p's in marketing mix? Give a brief description about them. 1+4
  - (d) What are the different phases of project formulation? Give an account of pre-feasibility study in project formulation. 2+3
  - (e) Discuss the importance of management in an enterprise. 5

- (f) Describe briefly the role of National Federation of Fishermen Cooperatives in the promotion of fisheries cooperatives.

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**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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