

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BVoc DEGREE EXAMINATION DECEMBER 2023  
(Sixth Semester)**

**Branch – FOOD PROCESSING TECHNOLOGY**

**ENTREPRENEURSHIP & FOOD BUSINESS MANAGEMENT**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(10 x 1 = 10)

- 1 Who undertakes manufacturing activities?  
(i) Business Entrepreneur (ii) Trading Entrepreneur  
(iii) Industrial Entrepreneur (iv) Corporate Entrepreneur
- 2 \_\_\_\_\_ stands for Strengths, Weaknesses, Opportunities and Threats  
(i) SWOT (ii) SAWT  
(iii) SWAT (iv) WTOS
- 3 MSME act established in the year of-----  
(i) 2004 (ii) 2006  
(iii) 2007 (iv) 2002
- 4 National Small Industries Corporation Limited established under the \_\_\_\_  
(i) Union Ministry of Industries  
(ii) National Alliance of Young Entrepreneurs  
(iii) State small scale industry  
(iv) Small and medium enterprises
- 5 \_\_\_\_\_ refers to funds required to meet the commitments less than one year  
(i) Long-Term Finance (ii) Short Term Finance  
(iii) Medium-Term Finance (iv) Short chain Term Finance
- 6 Who is the father of SWOT analysis  
(i) Albert Humphrey (ii) Karl Max  
(iii) Theodore Roosevelt (iv) Clint Eastwood
- 7 When was the district industry centre launched?  
(i) 1978 (ii) 1979  
(iii) 1980 (iv) 1981
- 8 \_\_\_\_\_ denotes a single lump-sum which is given by a government to an entrepreneur to cover the cost  
(i) Profit (ii) Incentive  
(iii) Subsidy (iv) Capital
- 9 When was NSIC established?  
(i) 1954 (ii) 1955  
(iii) 1953 (iv) 1956
- 10 The NSIC is a an ISO \_\_\_\_\_ certified organisation.  
(i) 9001-2008 (ii) 9001-2009  
(iii) 9001-2007 (iv) 9001-10000

Cont...

**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a Define entrepreneurship and mention its types.  
OR  
b Discuss the factors affecting entrepreneurial growth.
- 12 a Explain the role of micro small and medium enterprise in entrepreneurship.  
OR  
b Demonstrate the functioning of trade promotion organization of India .
- 13 a Illustrate the SWOC analysis for agro based industries.  
OR  
b Contrast the steps involved in setting up small industries.
- 14 a Discuss project preparation and feasibility analysis.  
OR  
b Outline the double entry system of book keeping and its principle.
- 15 a Sketch the consumer buying behaviour.  
OR  
b List the importance of marketing.

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

- 16 Discuss the special features and scope of business in India.
- 17 State the industry promotion subsidy scheme from state and central government.
- 18 Outline the guidelines to start, register and license a food industry.
- 19 Journalize the short term and long term focal points in a business strategy.
- 20 Summarize the types of marketing – online, direct and digital.

Z-Z-Z

END