

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2024
(Sixth Semester)

Branch – FOOD PROCESSING TECHNOLOGY

ENTREPRENEURSHIP & FOOD BUSINESS MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What is the primary goal of entrepreneurship?
(i) Profit maximization (ii) Social responsibility
(iii) Market domination (iv) Innovation and value creation
- 2 Tell the organization primarily involved in agriculture related banking needs is
(i) NABARD (ii) Canara bank
(iii) SBI (iv) Central Bank of India
- 3 What does SWOT analysis stand for in the context of entrepreneurship?
(i) Strengths, Weaknesses, Opportunities, Threats
(ii) Sales, Workforce, Operations, Technology
(iii) Strategy, Workflow, Objectives, Targets
(iv) Stakeholders, Workers, Output, Time
- 4 When is risk analysis done in a project?
(i) Beginning of the project (ii) Throughout the project
(iii) End of the project (iv) In between the project
- 5 Which one is a psychological factor affecting consumer behaviour?
(i) perception (ii) gender
(iii) social classes (iv) personality

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Define entrepreneurship and its different types.
OR
b Summarize the evolution of food business in India.
- 7 a Outline the role of national small industries corporation.
OR
b Summarize on the State government institutions promoting entrepreneurship.
- 8 a List the stages of project identification.
OR
b Organise the steps involved in Project Budgeting.
- 9 a Contrast between the various techniques involved in situation analysis.
OR
b Examine the accounting conventions.
- 10 a Infer the importance of marketing for success in business.
OR
b Inspect the export and government regulations.

Cont...

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Recall the factors affecting entrepreneurial growth.
OR
b Tell the causes for sickness in industries and its solutions.
- 12 a Compare between Industrial Estates and Food Parks.
OR
b Outline the role of different commodity boards in India.
- 13 a Identify the various project evaluation tools.
OR
b Categorise the types of cost of production in business.
- 14 a Inspect the need and importance of market survey in project
OR
b Classify the different types of pricing strategies.
- 15 a Dissect the stages of a project cycle.
OR
b Examine the role of digital marketing in promoting a product.

Z-Z-Z

END