

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

**MSc DEGREE EXAMINATION MAY 2025
(Fourth Semester)**

Branch – FOOD TECHNOLOGY MANAGEMENT

ENTREPRENEURSHIP & AGRI FOOD BUSINESS MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What does SHG stand for? a) Self-Help Group b) Social Housing Grant c) Small Home Growth d) Self-Hiring Group	K1	CO1
	2	Show an example of an agribusiness activity. a) Manufacturing textiles b) Retail management c) Dairy farming d) Exporting electronics	K2	CO1
2	3	Which is the first step in starting a small industry? a) Marketing the product b) Selecting the business idea c) Hiring employees d) Expanding the business	K1	CO2
	4	Infer what is the first phase of project preparation? a) Project execution b) Project review c) Project termination d) Project identification	K2	CO2
3	5	Which institution provides financial assistance specifically for agricultural and rural development in India? a) RBI b) NABARD c) SEBI d) IRDAI	K1	CO3
	6	Show the type of tax benefits is available for entrepreneurs under government schemes. a) Income tax holidays b) Increased corporate tax c) Higher import duties d) No exemption on capital investments	K2	CO3
4	7	Recall the major determinant of consumer behavior in agribusiness. a) Government policies b) Price and quality of products c) Number of transport vehicles d) Land ownership laws	K1	CO4
	8	Relate the pricing policy is commonly used in agribusiness. a) Cost-plus pricing b) Random pricing c) Fixed international pricing d) Seasonal discount pricing	K2	CO4
5	9	Which term refers to the total greenhouse gas emissions from food production? a) Carbon tax b) Food wastage c) Food carbon footprint d) Land degradation	K1	CO5
	10	Infer the main purpose of sustainable food business management. a) Short-term profit b) Environmental protection c) Government control d) Increasing pollution	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Categorize different types of entrepreneurs with examples.	K3	CO1
	(OR)			
	11.b.	Build details on the attributes and characteristics of a successful entrepreneur.		
2	12.a.	Elaborate on different sources of finance available for new ventures.	K3	CO2
	(OR)			
	12.b.	Illustrate on the business and financial planning in brief.		
3	13.a.	Explain the objectives of Export-Oriented Units (EOUs).	K4	CO3
	(OR)			
	13.b.	Simplify the functions of NABARD in agribusiness financing.		
4	14.a.	Inspect the roles of intermediaries in agribusiness.	K4	CO4
	(OR)			
	14.b.	Analyze the importance of storage and warehousing in agribusiness.		
5	15.a.	Evaluate globalization impacts on agricultural sector and discuss its advantages.	K5	CO5
	(OR)			
	15.b.	Describe how e-commerce is transforming agribusiness?		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Compare and contrast entrepreneur, intrapreneur, and manager.	K4	CO1
2	17	List the phases of project preparation with real-world scenarios.	K4	CO2
3	18	Determine the role of the Indian government in promoting entrepreneurship.	K5	CO3
4	19	Criticize the process of formulating an effective marketing strategy for dairy product.	K5	CO4
5	20	Elaborate food carbon footprint, its significance and ways to reduce it.	K6	CO5

Z-Z-Z

END