

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

**BVoc DEGREE EXAMINATION DECEMBER 2025  
(Fifth Semester)**

**Branch - FOOD PROCESSING TECHNOLOGY**

**ENTREPRENEURSHIP AND 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	Identify the type of entrepreneurship focusing on social welfare. a) Agripreneurship b) Social entrepreneurship c) Corporate entrepreneurship d) Industrial entrepreneurship	K1	CO1
	2	Which of the following is an external factor influencing entrepreneurial growth? a) Government Policies      b) Vision and Creativity c) Motivation                      d) Leadership skills	K2	CO1
2	3	Name the organization that promotes rural industrialization under the Ministry of MSME. a) NABARD    b) KVIC              c) SIDBI    d) FICCI	K1	CO2
	4	Interpret the role of NABARD in supporting food entrepreneurs. a) Provides farm loans b) Facilitates export trade c) Extends credit for rural enterprises d) Offers tax exemptions	K2	CO2
3	5	Identify the initiative launched to encourage innovation among start-ups. a) SEED                              b) Start-up India c) Make in India                  d) TREAD	K1	CO3
	6	Differentiate between <i>Stand-up India</i> and <i>Start-up India</i> . a) Stand-up India supports women/SC/ST entrepreneurs; Start-up India promotes innovation b) Both focus on farmers c) Both provide export subsidies d) Neither is for entrepreneurs	K2	CO3
4	7	Recall the full form of CPM in project management. a) Critical Path Method b) Control Project Model c) Cost Performance Measure d) Critical Process Monitoring	K1	CO4
	8	How PERT chart is useful in project planning? a) Depicts time estimates      b) Shows financial budgeting c) Ensures legal compliance   d) Calculates profit ratio	K2	CO4
5	9	Identify the analysis method that highlights strengths, weaknesses, opportunities, and challenges. a) SWOT      b) SWOC      c) CPM      d) PERT	K1	CO5
	10	The importance of market survey in project implementation is _____. a) For licensing                      b) For demand estimation c) For training                        d) For taxation	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.	Discuss the nature and characteristics of entrepreneurship.	K2	CO1
	(OR)			
	11.b.	Explain the scope of food business in India with examples.		
2	12.a.	Interpret the functions of SIDBI in providing financial support to food entrepreneurs.	K3	CO2
	(OR)			
	12.b.	Classify the role of state-level organizations such as DIC, SIDC and SFC in entrepreneurship development.		
3	13.a.	Analyse the features of rural entrepreneurship with suitable examples.	K4	CO3
	(OR)			
	13.b.	Compare women entrepreneurship initiatives with government schemes that support them.		
4	14.a.	Organize a project plan highlighting selection, scheduling and monitoring.	K4	CO4
	(OR)			
	14.b.	Examine the importance of risk analysis in project management.		
5	15.a.	Evaluate the implementation challenges faced in setting up cottage food industries.	K5	CO5
	(OR)			
	15.b.	Justify the need for SWOC analysis in agro-based industries.		

**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	Evaluate the reasons for sickness in small food industries and suggest remedies.	K5	CO1
2	17	Design a model food park plan integrating central and state-level support schemes.	K6	CO2
3	18	Construct a comparative report on Start-up India, Make in India, and Atal Innovation Mission.	K6	CO3
4	19	Assess the use of GANTT chart and PERT in efficient project scheduling.	K5	CO4
5	20	Formulate a market survey strategy for launching a new packaged food product.	K6	CO5

Z-Z-Z END