

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

**MSc DEGREE EXAMINATION MAY 2026
(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	Which sector has the largest number of entrepreneurs in India? a) IT b) Agriculture c) Automobile d) Retail	K1	CO1
	2	Infer which of the following supports women entrepreneurship in India? a) SHGs b) MSME c) NABARD d) All of the above	K2	CO1
2	3	What is the purpose of a business plan? a) To increase government control b) To provide a roadmap for the business c) To discourage investors d) To reduce market competition	K1	CO2
	4	Show a method of financing a new venture. a) Bank loans b) Venture capital c) Angel investors d) All of the above	K2	CO2
3	5	Choose the commercial bank that offers specialized agri-business loans. a) SBI b) IRDAI c) SEBI d) ONGC	K1	CO3
	6	Show the government initiative that supports rural women entrepreneurs. a) Ayushman Bharat Yojna b) Pradhan Mantri Awas Yojana c) Samagra Shiksha d) MUDRA Yojana	K2	CO3
4	7	Which marketing strategy helps target specific consumer groups? a) Mass marketing b) Market segmentation c) Ignoring customer preferences d) Random selling	K1	CO4
	8	Outline the government initiative helps farmers get fair prices for their produce. a) Make in India b) Digital India c) Minimum Support Price d) Startup India	K2	CO4
5	9	Which agribusiness model promotes organic and eco-friendly farming? a) Sustainable farming b) Chemical-based farming c) Industrial farming d) Genetically modified farming	K1	CO5
	10	Which economic reform focuses on reducing government restrictions in agriculture? a) Nationalization b) Liberalization c) Protectionism d) Barter System	K2	CO5

Cont...

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.	Identify the role of SHGs in promoting women entrepreneurship.	K3	CO1
		(OR)		
	11.b.	Develop brief notes on the significance of agribusiness in India.		
2	12.a.	Outline the characteristics of Project.	K2	CO2
		(OR)		
	12.b.	Explain "going public" and give its benefits.		
3	13.a.	Inspect the main tax benefits available to entrepreneurs.	K4	CO3
		(OR)		
	13.b.	Simplify what is Farmer Producer Organization (FPO).		
4	14.a.	Evaluate the key factors affecting transportation in agricultural marketing.	K5	CO4
		(OR)		
	14.b.	Assess the distribution channels involved agribusiness.		
5	15.a.	Determine the major factors affecting the global food trade.	K5	CO5
		(OR)		
	15.b.	Interpret the emerging trends in agribusiness management.		

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	Analyze the role of innovation and self-employment in agribusiness.	K4	CO1
2	17	Identify the steps involved in starting a new venture.	K3	CO2
3	18	Explain the schemes offered by various commercial banks and financial institutions.	K2	CO3
4	19	Determine the importance and challenges of supply chain management in agriculture.	K5	CO4
5	20	Discuss how a consumer awareness about sustainability affect agribusiness marketing.	K6	CO5