

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 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 Identify the critical factor for sustainable entrepreneurial growth.  
(i) Lack of adaptability (ii) Short-term thinking  
(iii) Continuous innovation (iv) Resistance to change
- 2 What is the primary function of National Small Industries Corporation?  
(i) Promoting international trade  
(ii) Providing financial support to entrepreneurs  
(iii) Facilitating working capital loans  
(iv) Developing industries at district level
- 3 Choose the first step in the start-up process for a food industry project.  
(i) Project identification (ii) Registration  
(iii) Formulation (iv) Licensing
- 4 Name the primary focus of feasibility analysis in project management.  
(i) Setting timelines (ii) Pricing strategy  
(iii) Defining project goals (iv) Assessing project viability
- 5 Find the importance of marketing in a business.  
(i) To rise tax (ii) To increase sale  
(iii) To manage human resource (iv) To reduce competition

**SECTION - B (15 Marks)**

Answer ALL Questions

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

- 6 a Outline the characteristics of entrepreneurship.  
OR  
b Summarize the scope of food business in India.
- 7 a Bring out the financial support given by District Industry Centre.  
OR  
b Narrate on Farmers Producer Company.
- 8 a How to get a license to start a food industry?  
OR  
b Describe on SWOC analysis.
- 9 a Explain about feasibility analysis.  
OR  
b Bring out the principles of accounting.
- 10 a Outline the importance of marketing.  
OR  
b State the governmental regulations for export.

Cont...

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Identify the factors affecting entrepreneurial growth and explain in detail.  
OR  
b Highlight the components and requisites for successful business.
- 12 a Outline the financial support given by State Directorate of Industries.  
OR  
b Elucidate the reasons and remedies of sickness in small scale industries.
- 13 a Discuss the steps in startup process.  
OR  
b Point out the guidelines to set up small and large scale industries.
- 14 a Identify and explain the long term and short time focus of a business.  
OR  
b Summarize the concept and conventions of accounting.
- 15 a Discuss about consumer market and business market.  
OR  
b Enumerate the various modes of marketing.

Z-Z-Z

END