

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2022
(Sixth 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 x 1 = 10)

1. Indicate the characteristics not suitable for entrepreneurial mind set.
(i) Opportunity focused (ii) Vision
(iii) Follower (iv) Growth oriented
2. _____ is not an example of rural entrepreneurship.
(i) Handicrafts (ii) Machinery
(iii) Farm (iv) Artisan
3. Where is the Headquarter of coffee board of India situated?
(i) Mysore (ii) Kolkata
(iii) Bangalore (iv) Cochin
4. Choose the investment in plant and machinery for a medium enterprise.
(i) Not more than Rs 10 Crore (ii) Not more than Rs 50 Crore
(iii) Not more than Rs 25 Crore (iv) None of the above
5. Identify the break-even point.
(i) Total expenses = Total revenue (ii) Total expenses < Total revenue
(iii) Total expenses > Total revenue (iv) None of the above
6. Name the process in the initial phase of project life cycle which identifies a need, problem, or opportunity.
(i) Project finalization (ii) Project analysis
(iii) Project evaluation (iv) Project identification
7. Which process is a collection of methods used to analyze the internal and external factors in business?
(i) Feasibility analysis (ii) Situation analysis
(iii) Export analysis (iv) Pricing analysis
8. Which among the following is covered under feasibility analysis for a profit enterprise?
(i) Product (ii) Market
(iii) (ii) Organisation (iv) All of the above
9. Marketing is a process that aims at
(i) Production (ii) Selling product
(iii) Profit making (iv) None of the above
10. Which statement is true for market segmentation?
(i) Effective for product positioning (ii) Effective for product pricing
(iii) Effective for customer need identification (iv) All of the above

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Describe the evolution and scope of food business in India.
OR
b Explain the reasons and remedies for industrial sickness.
- 12 a Show the incentive and subsidies for women entrepreneurs in India.
OR
b Outline the role of Small Scale Industries Development Corporation in the upliftment of the industry.
- 13 a Explain the problems faced by cottage and small scale industries and state remedial measures.
OR
b Summarise the process and importance of market survey.
- 14 a Summarise the accounting conventions with suitable examples in each category.
OR
b Explain the key business strategies.
- 15 a Describe the types of business markets.
OR
b Compare online, direct and digital marketing.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Point out the features of food business and summarise the requisites of a successful business.
- 17 Examine the role and functioning of Trade Promotion Organization of India and commodity boards.
- 18 Outline the process of registration and licensing to start a new business.
- 19 Identify the feasibility analysis and discuss its role in product launch and stability.
- 20 Discuss the importance and types of marketing.

Z-Z-Z

END