



QP CODE: 20100519

Reg No :

Name :

BSc DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

B.Sc Food Science & Quality Control Model III

**Core course - FS6CRT24 - ENTREPRENEURSHIP DEVELOPMENT & MANAGEMENT
IN FOOD INDUSTRY**

2017 Admission Onwards

DB8553B4

Time: 3 Hours

Maximum Marks :80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Compare entrepreneur, entrepreneurship and enterprise.
2. Distinguish between push factors and pull factors.
3. Illustrate the economic factors affecting women entrepreneurial growth.
4. List the stages in project identification.
5. Write on the need for incentives.
6. Discuss on NIESBUD.
7. Explain first level management with example.
8. Explain Scalar chain in management.
9. Justify that communication skills are essential at every level of management.
10. Distinguish between job description and job specification.
11. Draw the graph depicting product life cycle.
12. Quote the kinds of pricing

(10×2=20)



Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Make a note on the classification of entrepreneurs on the basis of scale of operations.
14. Conclude the salient features of entrepreneur, intrapreneur and manager.
15. Quote on the role of entrepreneur in the economic development.
16. Make a short note on project report.
17. Role played by government in promoting entrepreneurship.
18. Give a brief note on the need and advantages of planning.
19. Make a note on organisation charts.
20. Make a short note on retailers.
21. Discuss on the importance and types of sales promotion programmes.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss on the importance of EDP in a developing economy like India.
23. Make an essay on project selection and project planning.
24. Make an essay on decision making and types of decisions.
25. Compare the role of sales promotion and advertising on creating demand for a product.

(2×15=30)

