



QP CODE: 23105522



23105522

Reg No : .....

Name : .....

**B.Sc DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
MARCH 2023**

**Sixth Semester**

B.Sc Food Science & Quality Control Model III

**CORE COURSE - FS6CRT24 - ENTREPRENEURSHIP DEVELOPMENT &  
MANAGEMENT IN FOOD INDUSTRY**

2017 Admission Onwards

AF9F2167

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Compare entrepreneur and manager.
2. Draw the flow chart for the factors of entrepreneurial growth.
3. Choose the role of entrepreneur in the development.
4. Compile the kinds of project objectives.
5. Give the problems of incentives.
6. Explain the objectives and functions of NEDB.
7. Explain top level management.
8. Group the skills of a manager.
9. Validate the importance of organisation.
10. Describe the need and importance of staffing.
11. Discuss on promotional mix.
12. Compare primary and selective advertising.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Compose the traits of entrepreneurs.
14. Explain the functions of entrepreneurs.
15. Define EDP and its phases.
16. Explain briefly the scope of project report.
17. Role played by government in promoting entrepreneurship.
18. Quote the objectives of planning.
19. Make a short note on the types of decisions.
20. Give the difference between skimming and penetration pricing.
21. Explain on the channels of distribution.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Define women entrepreneur. Write the factors affecting women entrepreneurship and the problems faced by women entrepreneur.
23. Describe on project formulation.
24. Explain the principles of management.
25. Make a note on product life cycle, need for new products and steps in product development.

(2×15=30)

