



22101009

QP CODE: 22101009

Reg No :

Name :

**B.Sc DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Sixth Semester

B.Sc Food Science & Quality Control Model III

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

2017 Admission Onwards

BAC1955B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Assemble the process of entrepreneurship.
2. Distinguish between entrepreneur and intrapreneur.
3. List the factors affecting entrepreneurial growth.
4. Cite on feasibility study.
5. List the role of government in promoting Entrepreneurship.
6. Give the names of financial aids given by Government.
7. Cite the functions of management.
8. Examine the term *Espirit de corps*.
9. Justify the statement :Human relations skill is necessary at every level of management.
10. Explain the term job specification.
11. Examine the objectives of sales promotion.
12. Assess the advantages of advertising to the retailers.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Prepare a note on the general classification of entrepreneurs.
14. Explain the contents of EDP.
15. Explain the functions of women entrepreneurship.
16. Explain the general information contained in a project report.
17. Make a short note on DIC.
18. Assess the characteristics of planning.
19. Describe the importance of organisation.
20. Explain on the product life cycle.
21. Make a note on odd pricing and cost-plus pricing.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Cite the roles of entrepreneurs in the economic development.
23. Describe the steps involved in identification and selection of a project.
24. Make an essay on decision making and types of decisions.
25. Discuss on types of middlemen.

(2×15=30)

