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(Pages : 2)

Reg. No.....

Name.....

B.VOC. DEGREE EXAMINATION, APRIL 2019

Sixth Semester

FPT-ENTREPRENEURSHIP DEVELOPMENT

(For B.Voc. Programme in Food Processing Technology)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer **all** questions in one word, phrase or sentence.
1 mark each.*

Define :

- | | |
|--------------------------------|------------------------|
| 1. Partnership. | 2. NEDB. |
| 3. Resource leveling. | 4. Incentives. |
| 5. SISI. | 6. Utilization rate. |
| 7. Tax concessions. | 8. Allocator. |
| 9. Selection of target groups. | 10. Objectives of DSI. |

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any **eight** questions.
2 marks each.*

Write about :

11. Risk taker in an entrepreneurship.
12. Importance of export promotion.
13. Strategies for sales promotions.
14. Detailed project report.
15. Intrapreneurs.
16. Subsidies and grants.
17. Demand based enterprise.
18. Financial institutions.
19. NIESBUD.

Turn over

20. After sale service.
21. Structure of a project report.
22. SWOT technique.

(3 × 2 = 16 marks)

Part C

*Answer any **six** questions.
4 marks each.*

23. Write about importance of SISI and EDII.
24. Explain the books that are to be maintained in an industry.
25. Write about importance of finance management in a project.
26. Discuss the importance of pricing policy and its implications on sale.
27. Explain essential attributes of an entrepreneur.
28. Give an account of CPM and PERT.
29. Explain importance of techno- economic feasibility of a project.
30. Discuss the importance of man management.
31. Write about dynamic opportunity identification.

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.
15 marks each.*

32. Explain role of central and state agencies in promoting entrepreneurship.
33. Write an account on significance of entrepreneurs in the development and economy of a country.
Explain how an enterprise can be started.
34. Explain marketing management for small business.
35. Explain the concept of resource management.

(2 × 15 = 30 marks)