



QP CODE: 25020748



Reg No :

Name :

**B.Sc DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

B.Sc Food Science & Quality Control Model III

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

2017 Admission Onwards

0D233C70

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the pull factors in women entrepreneur.
2. List the factors affecting entrepreneurial growth.
3. Make a short note on economic development and entrepreneurship.
4. List the objectives of network analysis.
5. Distinguish between incentives and subsidies.
6. Explain on SISI.
7. Explain Scalar chain in management.
8. Group the skills of a manager.
9. Make a note on committee form of organisation.
10. Explain the term job specification.
11. Compare penetration and skimming pricing.
12. Distinguish between commercial and non commercial advertising.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Compose the traits of entrepreneurs.
14. Identify the difference between fabian and drone entrepreneurs.
15. Explain the difference between entrepreneur and manager.
16. Compose a note on project life cycle.
17. Role played by government in promoting entrepreneurship.
18. Make a short note on the objectives of management.
19. Quote the objectives of planning.
20. Explain the stages in product development.
21. Justify the advantages and disadvantages of sales promotion.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Define EDP. What are the phases of EDP?
23. Report and explain the meaning and contents of project report.
24. Make an essay on decision making and types of decisions.
25. Role played by middlemen in marketing of a product.

(2×15=30)

