



QP CODE: 24000990



Reg No :

Name :

B.Sc DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.Sc Food Science & Quality Control Model III

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

2017 Admission Onwards

048DBA52

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define entrepreneurs.
2. Arrange the phases of EDP.
3. Compose on the push factors in women entrepreneur.
4. Compare normal project, crash project and disaster project.
5. List the role of government in promoting Entrepreneurship.
6. Explain on EDII.
7. List any five principles of planning.
8. Categorize the types of organisation.
9. Explain the process of staffing.
10. Give the characteristics of decision making.
11. Describe skimming pricing.
12. Distinguish push mix and pull mix.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Define active partners and solo operators.





14. Generate the factors affecting women entrepreneurial growth.
15. Quote on the role of entrepreneur in the economic development.
16. Explain the contents of a project report.
17. Make a short note on the forms of financial aids given by the government.
18. Make a short note on the objectives of management.
19. Explain managerial roles.
20. Describe the need for new products.
21. Make a short note on wholesalers.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain entrepreneur, intrapreneur and manager.
23. Validate on the elements of project formulation.
24. Discuss on the importance, principles and challenges of management.
25. Explain advertising. Mention its advantages and disadvantages.

(2×15=30)

