

Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech (FT)/SEM-7/FT-703D/2009-10

2009

**ENTREPRENEURSHIP DEVELOPMENT FOR
FOOD TECHNOLOGY**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

**GROUP – A
(Multiple Choice Type Questions)**

1. Choose the correct alternatives of the following : $10 \times 1 = 10$

i) Who are entrepreneurs ?

a) a wild risk taker

b) high risk taker

c) calculated risk taker

d) no risk taker.



- ii) Investment in plant & machinery is more than 10 lakh rupees but does not exceed 2 crore rupees for a
- a) small manufacturing enterprise
 - b) micro-service enterprise
 - c) small service enterprise
 - d) medium manufacturing enterprise.
- iii) Which feature is not common between an entrepreneur and professional manager ?
- a) technical planning
 - b) interpersonal communication
 - c) setting of objectives
 - d) perception of an opportunity.
- iv) Branding gives
- a) memorability and loyalty
 - b) premium image and premium price
 - c) both (a) & (b)
 - d) only (b).



v) Which cannot be the condition of issuing S.S.I. registration certificate ?

- a) Unit has to get statutory or administrative clearance
- b) Unit has to be the subsidiary of any other industrial undertaking
- c) Unit does not violate any vocational restrictions in force
- d) Value of plant and machinery of the unit has to be within prescribed limit.

vi) Which cannot be a condition for plant layout and design of food factories ?

- a) Visitor should move from clean to unclean areas
- b) Building code requirement is to be met
- c) Conditioned air and drainage should flow from unclean to clean areas
- d) Ingredients should move from unclean to clean areas as they become incorporated in food products.



vii) Which is not a quality of a successful entrepreneur ?

- a) prime motive to get rich
- b) organizing ability
- c) risk taker
- d) highly optimistic.

viii) Select which one is *true* in the following :

- a) An entrepreneur is a small business person
- b) An entrepreneur is born not made
- c) Most of the small entrepreneurs fall sick because of managerial incompetence
- d) Entrepreneurs are school or college or college drop out.

ix) Demand of a food product can be estimated

- a) by opinion polling method
- b) by life-cycle segmentation analysis
- c) both (a) & (b)
- d) only (b).



x) Which is not a basic attribute of a project for an enterprise ?

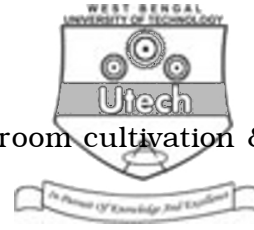
- a) a course of action
- b) specific objective
- c) legal requirement
- d) definite time perspective.

GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

- 2. Explain the types of entrepreneurship with examples.
- 3. Discuss the important aspects while deciding the plant layout.
- 4. What is the concept entrepreneurship ? Indicate the distinctive features of entrepreneur and professional managers.
- 5. What are the prospects of SSI unit in West Bengal for
 - a) fruits & vegetables processing
 - b) bakery, confectionary and fast food ?

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6. What are the scope and prospect of mushroom cultivation & processing in West Bengal ?

7. What are the prospects of potato processing in West Bengal ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. What kind of challenges are involved in food marketing ?

What are the possible reasons for boom in retail food sector

in India at present ? What are the general marketing

approaches and techniques for food products ? $2 + 3 + 10$

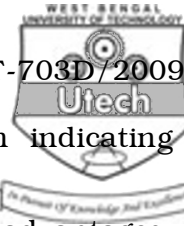
9. What is the purpose of a project report and what should be

the contents of project report for a food entrepreneur ? How

should he make a feasibility study ? $3 + 5 + 7$

10. What are the sources of finance for a food entrepreneur and

how should he make his financial planning ? $10 + 5$



11. Discuss the procedure for SSI registration indicating its benefits. Discuss the benefits & disadvantages of branding.

9 + 6

12. Make a project report for 30 MT (1 MT = 1000 kg) papad per annum in one shift operation per day for 300 working days in a year in your own land and building with a provision for quality control laboratory. Give the average sale value of 200 g packet of papad as Rs. 25.00.

15

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