



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH(FT)/SEM-7/FT-703D/2011-12**

**2011**

**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 for any *ten* of the following :

10 × 1 = 10

i) An entrepreneur is

- a) an industrialist                      b) a trader  
c) a business organiser              d) none of them.

ii) A business promoter may be

- a) an entrepreneur                      b) a consultant  
c) a financier                              d) none of them.



- iii) Break-even point means
  - a) lowest amount of business activity necessary to prevent losses
  - b) ratio of total fixed cost and contribution per unit of activity
  - c) ratio of total fixed cost and contribution per unit of activity, to be multiplied by selling price per unit
  - d) all of these.
- iv) The concentration of women business owners in India are more in
  - a) manufacturing sector
  - b) construction field
  - c) retail & service sector
  - d) all of these.
- v) Indian's share in world's exports of food is very low because
  - a) India is viewed as an unpredictable and unreliable source of food
  - b) Investments in infrastructure and research have been far from adequate
  - c) people's participation in food sector remains extremely inadequate
  - d) all of these.



vi) The acceptable rule for the debt-equity ratio for the small and micro-enterprises should be

- a) 1 : 1 and 4 : 1                      b) 2 : 1 and 3 : 1
- c) 4 : 1 and 5 : 1                      d) 2 : 5 and 2 : 7.

vii) Which is not a component of working capital ?

- a) Stock of raw material
- b) Stock of office equipments & Furniture
- c) Stock of cash
- d) Stock of finish goods.

viii) Short out the odd answer :

- a) Marketing means market assessment
- b) Marketing means developing market mix
- c) Marketing means selling and buying of goods and services in exchange of money
- d) Marketing means market segmentation.

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ix) Short out the false statement :

- a) Registration is voluntary and not compulsory
  - b) A trade mark is the legislated version of a brand
  - c) The proximity to raw material source should always be the criteria in selecting the location of the enterprise
  - d) Entrepreneur may not be the best manager.
- x) In India, the share of processed food industry in the GDP growth of the country is
- a) above 10%
  - b) below 5%
  - c) in between 15 - 20%
  - d) none of these.
- xi) The industry having major share in the growth of economy of India is
- a) food processing
  - b) agriculture
  - c) infrastructure
  - d) none of these.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Discuss the constraints hindering the growth of food processing industries in the country.
3. What is trade mark ? Explain it's advantages and limitations.  $2 + 3$
4. Discuss the role of food safety issues to protect the profit margin of business.
5. Discuss the role of financial institutions in food business project.
6. Discuss the main problems faced by the small scale industries. What are the characteristics of small and micro scale industries in food processing sectors ?  $3 + 2$

**GROUP – C**

**( Long Answer Type Questions )**

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

7. a) What is meant by feasibility ? How is feasibility of a project to be evaluated ?  $10$
- b) The unit selling price of a food product is Rs. 30 per piece. The selling expense is Rs. 3 and the initial purchase price from whole seller is Rs. 21 per piece. The fixed cost is Rs. 800. Find out the number of units needed to break-even.  $5$



8. a) What kinds of challenges are faced in food marketing ?  
Why there is a boom in retail food sector in India at present ? Discuss the four components of food marketing. 1 + 2 + 5
- b) What is the purpose of project report ? Discuss the identification and selection procedure of a project. 2 + 5
9. Prepare a project profile for ground and processed spices in a rented premises with a provision for testing laboratory. Given the production target as 6.5 tonnes/month, average sale value as Rs. 120/kg and the yield is 90% ( 1 tonne = 1000 kgs ).
10. Discuss the method of analysis of a project by applying the principle of PERT and CPM.
11. What do you mean by backward linkage and forward linkage in Supply Chain System ? Discuss the role of retailing in food business.

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12. Write short notes on the following :

3 × 5

- a) SSI registration
- b) Plant layout
- c) Women's entrepreneurship in India.

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