	Utech
Name :	
Roll No.:	A Grant of Samuely and Colored
Invigilator's Signature :	

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 :

 $10 \times 1 = 10$

- 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 financer
- d) none of them.

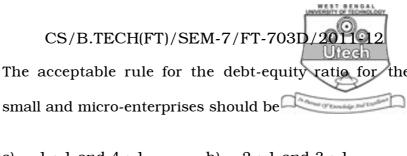
7223 [Turn over

- 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 unpredicatable 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

2

d) all of these.

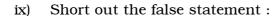
7223



- a) 1:1 and 4:1 b) 2:1 and 3:1
- c) 4:1 and 5:1 d) 2:5 and 2:7.
- Which is not a component of working capital?
 - Stock of raw material a)
 - Stock of office equipments & Furniture b)
 - Stock of cash c)

vi)

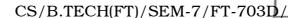
- Stock of finish goods. d)
- viii) Short out the odd answer:
 - a) Marketing means market assessment
 - b) Marketing means developing market mix
 - Marketing means selling and buying of goods and c) services in exchange of money
 - Marketing means market segmentation. d)





- 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.

7223



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)

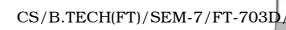
Answer any *three* of the following. $3 \times 15 = 45$

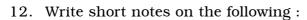
- 7. a) What is meant by feasibility? How is feasibility of a project to be evaluated?
 - b) The unit selling price of a food product is Rs. 30 per piece. The selling expense is Rs. 3 and the initial purchase price from whole seller is Rs. 21 per piece. The fixed cost is Rs. 800. Find out the number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

7223 5 Turn over

- 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).
- 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.

7223





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