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Inviailator's Signature :	

## CS/B.TECH/FT/SEM-7/FT-703D/2012-13

# 2012 ENTREPRENEURSHIP DEVELOPMENT FOR FOOD TECHNOLOGIST

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:

 $10 \times 1 = 10$ 

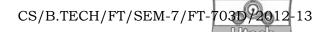
- i) The financial viability of a project can be analyzed by
  - a) Analysis of fixed and working capital
  - b) Level of capacity utilization
  - c) Break even analysis
  - d) All of these.
- ii) Working capital means
  - a) Stock + debtors + cash
  - b) current assets current liabilities
  - c) Net current assets
  - d) All of these.

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- iii) The key factor in the success of an entrepreneur is the
  - a) Swiftness in decision making
  - b) Getting rich in a short time
  - c) Love of his product or service
  - d) Severe competition from organized industries.
- iv) Break even point is
  - a) Current assets/current liabilities
  - b) Cost of sales/average stocks
  - c) Fixed cost/contribution
  - d) Net profit/Total capital employed.
- v) The area of entrepreneurship could be
  - a) Building construction
  - b) Fishing
  - c) Services as well as agriculture
  - d) All of these.
- vi) Type of woman entrepreneur in our country is
  - a) Chance entrepreneur
  - b) Forced entrepreneur
  - c) Created entrepreneur
  - d) All of these.
- vii) It is essential to prepare balance sheet
  - a) to ascertain the result of business operation during the accounting period
  - b) to know financial position of business at a particular point of time
  - c) all of these
  - d) none of these.



- viii) The consumer product from the following is
  - a) Malted milk food
  - b) Mineral water
  - c) Country liquor
  - d) Frozen product.
- ix) Women are better entrepreneur than men because
  - a) they hold the attention of the people better than men
  - b) bank and financial institution considered them serious applicant for setting up their projects
  - c) aspiring women entrepreneurs are courageous
  - d) social systems are favourable for women entrepreneurs.
- x) For deciding on packaging an entrepreneur should consider
  - a) How will the consumer buy and consume his product?
  - b) When will the consumer buy and consume his product?
  - c) Where will the consumer buy and consume his product?
  - d) All of these.

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#### GROUP - B

### (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. Describe the content of a project report.
- 3. What are the characteristics of a successful entrepreneur?
- 4. Discuss the potential of entrepreneurship in marine food.
- 5. Discuss briefly the economics of small business in society.

#### GROUP - C

### (Long Answer Type Questions)

Answer any *three* of the following.

 $3 \times 15 = 45$ 

- 6. Discuss the different means of raising capital to start a new venture and explain the general factors that influence the selection of the location of an enterprise.
- 7. Make a comparison between sole proprietorship and partnership form of Business from the point of view of an entrepreneur. What are the recent trends with regard to women entrepreneurship.
- 8. Why is it that entrepreneurship is an important factor in development? Enumerate the types of entrepreneurs in India. Discuss the problems of small entrepreneurs.
- 9. Distinguish among a business person and entrepreneurs and a professional manger. How cost calculation can improve the business?

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