Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/B.Tech (FT)/SEM-7/FT-703D/2010-11
2010-11
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 the following :   10 × 1 = 10

     i)   Entrepreneurial performance is a function of

         a)   Motivational force

         b)   Socio-economic background

         c)   Knowledge and ability

         d)   All of these.

     ii)   Target group for entrepreneurship can be anybody who is

         a)   Determined and impatient

         b)   Having desire to be entrepreneur

         c)   Satisfied with routine activities

         d)   Having will, zeal & skill.

     iii)   Which entrepreneurship is a non-profit organization ?

         a)   Grameen Bank   b)   AMUL

         c)   Herbal cosmetics   d)   Biocon Ltd.

iv) The benefit of S.S.I registration is

   a) unit can violate locational restrictions in force

   b) unit can cross investment limit

   c) to get statutory support from Government

   d) the value of plant & machinery can be above prescribed limit.

v) Selection of land or factory shed for a food enterprise depends on

   a) Ecological & environment factors

   b) Government policy

   c) Competition

   d) All of these.

vi) The factory layout should ensure that

   a) Visitors move form unclean to clean areas

   b) Ingredients move from clean to dirty areas

   c) Building code requirements to be met

   d) Conditioned air flows from dirty to clean areas.

vii) Sort out the odd answer from the following :

   Customized food services are based on

   a) Ability to customized nutritional need

   b) Ability to make customized health food for children and aged people

   c) Ability to make healthy tasteless food

   d) Customized food plans for sports & fitness pursuits.

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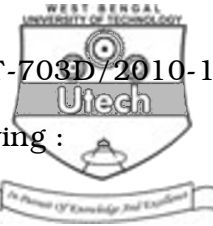
viii) Sort out the odd answers from the following :

The project idea can be discovered from

a) Idea given by any person

b) Knowledge about the Government's policy

c) Making visit to trade fair & exhibitions

d) Knowledge of potential customer needs.

ix) The break-even of a project means

a) Higher profit earning

b) Lower cost of expenditure

c) No loss and no profit

d) Higher capital investment.

x) The law of demands is related to

a) demand and supply   b) demand and sales

c) demand and price   d) all of these.

GROUP – B

(Short Answer Type Questions)

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

2. Indicate the characteristic features of entrepreneurship programme for food processing in India.

3. What are the factors to be examined for project feasibility report ?

4. Make a classification of micro/small/medium/large scale entries as on date.

5. What are the characteristics of micro and small scale industries ?

6. What are the basic objectives of the entrepreneurship development by the institute ? Discuss the basic concept of entrepreneurship.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. a) Discuss the procedure of S.S.I registration. Why should small scale industries seek registration ? Under what circumstances a small scale unit is liable for deregistration ? 8

   b) Define branding. What are the merits and demerits of branding ? What is a trade mark ? 7

8. a) How much money is needed by an entrepreneur ? Where will money come from ? 8

   b) Explain the general factors that influence the selection of the location of a food enterprise. 7

9. a) Justify that the food plant layout is a great strategic importance. 7

   b) Indicate the promising sectors of food market of India. Discuss the resources available to market a food product. 8

10. a) The fixed cost for a financial year is Rs. 1,60,000, variable cost per unit is Rs. 8, selling price for each unit is Rs. 40, estimated sales for the period are 10,000 units. The number of units involved coincide with the expected volume of output. Calculate

    i) P/V ratio

    ii) BEP (units)

    iii) BEP (sales)

    iv) Margin of safety. 12

    b) What is inventory ? 3

11. Write short notes on any *three* of the following : 3 × 5

    a) Careful SWOT analysis

    b) SQC as a technique

    c) Two factor hygiene theory of motivation

    d) Economic Order Quantity (EOQ)

    e) ISO in quality control.