



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – FOOD CHEMISTRY AND FOOD PROCESSING

THIRD SEMESTER – NOVEMBER 2017

16PFP3ES02 – ENTREPRENEURS FOR FOOD INDUSTRIES

Date: 10-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Part A

Answer all the questions.

(10 x 2 = 20 marks)

1. Who are life timers?
2. Mention any four remedial measures to overcome sick SSI.
3. What is consumerism?
4. List the steps in marketing research.
5. What is brand perception?
6. Mention the various sources of recruitment.
7. What are the factors affecting HR planning.
8. Draw the Product Life Cycle model (PLC).
9. Define performance appraisal.
10. Mention the objective of mega food park scheme.

Part B

Answer any eight questions.

(8 x 5 = 40 marks)

11. Distinction between an entrepreneur and a manager
12. What are the barriers in food entrepreneurship?
13. Differentiate between job description and job specification.
14. Write short notes on FMCG.
15. Explain the application of Maslow's theory of motivation in an organization.
16. Write short notes on worker simplification techniques in a food processing unit.
17. Write short notes on the importance of employer-employee relationship in an organization.
18. Highlight the various promotion strategies that could be adopted by a newly launched baking unit.
19. Food retailing products help you to maximize the merchandising impact for all food - Discuss
20. Write short notes on channels of distribution.
21. Explain the role of commercial banks and financial corporations in food business.
22. Bring out the role of APEDA in supporting food entrepreneurship

Part C

Answer any four questions.

(4 x 10 = 40 marks)

23. Discuss the basis of entrepreneurial classification used by Clarence Danhof and highlight its implementation for an entrepreneur in food business.

24. Describe the impact of micro and macro environmental factors that influence entrepreneurship with suitable illustration.
25. Discuss in detail the employee selection and development process in a food processing organization.
26. One of the most difficult, yet important, issues an entrepreneur must decide is which pricing methodology to follow within the business, Comment.
27. Explain in detail the recent government initiatives in food entrepreneurship.
28. Comment on the importance of market research and development from the following Case study -

Nestlé case study

Nestlé is the world's leading food company. Since it was set up by Henri Nestlé to provide an infant food product, it has been associated with providing high quality, customer and consumer focused products. In recent years it has focused on becoming a nutrition, health and wellness company. Nestlé Food Services sells Maggi 'A Natural Choice' to wholesale distribution companies. The Maggi brand experienced a decline in sales in the UK leading up to 2004. This was because the product had come to be seen as uninteresting and old fashioned due to its dehydrated format and flavour. The product failed to meet users' increasing requirements for fresh tasting culinary aids. Maggi commissioned face-to-face qualitative research to get a deeper insight into chef and consumer views. Chefs were asked to discuss their requirements. The results showed that consumers were saying 'fresh is best'. However, the chefs' view was slightly different; Maggi also uses easy to understand labels showing nutritional and other information. For example, the multi-use tomato sauce label states: there are no added colours or artificial flavours, there is a low fat content, the salt and sugar content has been reduced by 25%, the key nutrients contained e.g. energy, protein, carbohydrates, sugars, fat, saturated fats, fibre and sodium, salt equivalent labelling (if used on brand) details of allergenic ingredients used. The Maggi 'A Natural Choice' range is designed to combine chefs' requirements for tasty wholesome food with consumers' requirements for more nutritionally balanced, healthier meals. Maggi 'A Natural Choice' is a carefully researched and developed product designed to give customers more of what they want.
