



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

**THIRD SEMESTER – NOVEMBER 2017**

**FP 3952 – FOOD ENTREPRENEURSHIP**

Date: 09-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART A**

**Answer ALL the questions.**

10 x 2 =20 marks

1. Who is an entrepreneur?
2. List the 9M's of business management.
3. What is consumerism?
4. Define business environment.
5. List any four objectives of small scale industries.
6. Expand the following: i. IGMS ii. SFURTI
7. What is marketing and marketing mix?
8. List the modes of transport used to transfer goods.
9. What is Break-Even Point in any business?
10. Differentiate a wholesaler and a retailer.

**PART B**

**Answer any EIGHT questions.**

8x5=40 marks

11. Briefly explain Drucker and Schumpeter's theory on entrepreneurship.
12. What are the merits and demerits of being an entrepreneur?
13. Discuss Maslow's theory on hierarchy of needs.
14. How can a customer influence an enterprise?
15. Discuss the influence of political and social factors as barriers to entrepreneurship.
16. How do small scale industries improve the morale of women?
17. Tabulate the internal and external problems faced by small scale industries.
18. Describe the types of consumer products.
19. Discuss any five market based pricing strategy that can be adopted by your company.
20. Outline the various modes of marketing communication that can be used to reach the target customers.
21. Give a brief account on the advantages of good employee-employer relationship in a food company?
22. What are the Deceptive practices in the "Food Marketing" sector?

**PART C**

**Answer any FOUR questions.**

4x 10=40 marks

23. Discuss any ten characteristics of a successful entrepreneur.
24. Describe the following types of entrepreneurs:
  - i. Imitative
  - ii. Innovative
  - iii. First generation
  - iv. Modern
  - v. Social entrepreneur.
25. Give a detailed account on the steps involved in a marketing research process.
26. Enumerate the salient features of small scale industries and give an account of its objectives.
27. Elaborate on channels of distribution.
28. What are the contributions of MOFPI to small scale industries in India?

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