

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



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

**THIRD SEMESTER – NOVEMBER 2018**

**16/17FPF3ES02 – ENTREPRENEURS FOR FOOD INDUSTRIES**

Date: 31-10-2018

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 intrapreneur?
2. List the problems faced by small scale industries in India.
3. Mention the characteristics of FMCG.
4. What is agripreneurship?
5. Name the different steps involved in the selection of human resources.
6. What do you understand by the term '360 degree performance appraisal'?
7. List the characteristics of a new product.
8. What is cyber networking? Give two examples.
9. Enlist the sources of finance for a small scale industry.
10. Can microfinance contribute to women's empowerment? Comment.

**Part B**

**Answer ANY EIGHT questions.**

(8 x 5 = 40 marks)

11. Write short notes on MSMEs.
12. Briefly discuss the various characteristics of a successful entrepreneur.
13. Explain the SWOT analysis of any new business plan.
14. Highlight the various macro environmental factors that affect food business.
15. Discuss the influence of consumer behaviorism in new product development.
16. Write short notes on methods of training and its impact on the development of an employee.
17. Illustrate Maslow's hierarchy of needs as an effective tool in employee motivation.
18. Write a short note on channels of distribution and its impact on food business.
19. 'Food advertising is a vigorous marketing strategy which influences food purchases'. Comment.
20. Explain the role of State Financial Corporations in food business.
21. Bring out the role of NABARD in supporting food entrepreneurship.
22. Highlight the role of MOFPI in agro processing cluster formation.

**Part C**

**Answer ANY FOUR questions.**

(4 x 10 = 40 marks)

23. How have the scantiest and management experts looked at the entrepreneur?
24. Describe the various steps to be taken by an entrepreneur to start a new venture.

25. Write a detailed note on workplace organization and human resource practices in food industry.
26. 'Right pricing strategy is significant in increasing food business profitability'. Comment
27. Discuss product life cycle in the light of adoption and diffusion of new food product in the market.
28. Explain the role of government of India policy initiatives towards upliftment of food processing industry in India.

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