



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – NOVEMBER 2019

18FPF3ES02 – ENTREPRENEURS FOR FOOD INDUSTRIES

Date: 06-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Part A

Answer ALL the questions.

(10 x 3 = 30 marks)

1. Differentiate between life timers and Fabian entrepreneurs.
2. What are the characteristics of MSME?
3. Mention the unique features of FMCG compared to business goods.
4. List any four types of training employees.
5. What is a micro business environment?
6. Draw the Maslow's hierarchy of needs.
7. Define psychological pricing with a suitable example.
8. Draw adoption and diffusion cycle of a product.
9. What are the objectives of APEDA?
10. List any three ethical marketing practices in food business.

Part B

Answer ALL the questions.

(5 x 8 = 40 marks)

11. a. How can Studentpreneur lead to economic development of a country?

OR

b. What are the problems faced by cottage industries in India? Suggest remedial measures.

12. a. Explain the influence of macro environment in chocolate industry.

OR

b. Design a questionnaire to evaluate consumer behaviour strategy for a baking product.

13. a. Write the steps involved in manpower planning for a food business.

OR

b. What is training and development in human resource management?

14. a. Define product mix. How is it classified? Illustrate with a suitable example.

OR

b. Highlight the role of food retailing in organic food marketing.

15. a. Bring out the role of government in entrepreneurial development.

OR

b. Write short notes on MOFPI.

Part C

Answer ANY TWO questions.

(2 x 15 = 30 marks)

16. Highlight the classification of entrepreneurs based on various characteristics and bring out the problems faced by entrepreneurs in India with appropriate remedial measures.
17. Consultative participation allows workers to give advices or suggestions to the management based on their own capacities; however the management reserves the right to make the final decision. Comment.
18. Describe the steps involved in writing a project proposal for a dairy based industry.
19. Case study: Innovative product: **“Ice Brews Freeze Lychee Tea”**

This cold brew tea range can be brewed in minutes using cold water with no boiling required. This tea is said to be free from added sugar, GMOs, gluten and artificial colours. Research indicates that iced tea consumption in India is quite low, but the product is especially popular among young Indian men. New formats such as ice brews are emerging as they are quick to make and contain no sugar.

Discuss the implication of 4P's of marketing for the above innovative product.

