



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – NOVEMBER 2022

PFP 3602 – ENTREPRENEURS FOR FOOD INDUSTRIES

Date: 02-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL questions:

(10 x 3 = 30 Marks)

- 1 Recall any four food business options that could be started with low investment.
- 2 Who is an intrapreneur?
- 3 What is SWOT analysis?
- 4 List the factors that affect micro business environment.
- 5 Recall the objectives of an orientation programme.
- 6 Classify recruitment.
- 7 Highlight any three advertisement strategies which could be adopted by an organic food company
- 8 Contrast product width, depth and consistency.
- 9 What is the role of commercial banks in entrepreneurship development?
- 10 Compare any two functions of APEDA and MPEDA.

PART – B

Answer ALL the questions:

(5 x 8 = 40 Marks)

- 11 (a) Classify entrepreneurs and highlight their salient features.
(OR)
(b) What are the problems of cottage or small scale industries that exist in villages?
- 12 (a) What are the characteristics, advantages and disadvantages of FMCG?
(OR)
(b) Illustrate any one consumer behavior model.
- 13 (a) Classify the various promotional strategies used by food industries.
(OR)
(b) Draw and explain product life cycle with the adoption-diffusion strategy of innovation.
- 14 (a) Develop a sample job specification and job description chart for any one of your

preferred job profile.

(OR)

(b) Explain the application of Maslow's theory of motivation in an organization.

15 (a) Discuss the main functions and schemes in NABARD.

(OR)

(b) Highlight the role of government of India in entrepreneurship development.

PART – C

Answer any TWO questions:

(2 x 15 = 30 Marks)

16 (a) Discuss the role and schemes of MOFPI. **(8)**

(b) Describe the various steps to be taken by an entrepreneur to start a new venture. **(7)**

17 Explain the various types of pricing strategies adopted to price a food product.

18 Elaborate on the various HR activities in a food industry.

19 "Agribusiness innovation could improve global food security if micro and macro business environments are assessed carefully." Justify.
