



Date: 19-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

SECTION A – K1 (CO1)

Answer ALL the questions (5 x 1 = 5)	
1	MCQ
a)	In the Opportunity Canvas analysis, which aspect is NOT typically examined? i. Customer needs ii. Competitive landscape iii. Company's historical performance iv. Market potential
b)	What is a key component of digital marketing? i. Print advertising ii. Broadcast media iii. Social media campaigns iv. Direct mail
c)	Which document outlines the specific qualifications and attributes required for a job role? i. Job description ii. Job specification iii. Training manual iv. Performance appraisal
d)	Which stage of the product life cycle involves the highest marketing investment for promoting the product? i. Introduction ii. Growth iii. Maturity iv. Decline
e)	What does the Pradhan Mantri Mudra Yojana (PMMY) primarily focus on? i. Agricultural marketing ii. Providing financial assistance to small and micro enterprises iii. Quality improvement in food products iv. Infrastructure development for food processing

SECTION A – K2 (CO1)

	Answer ALL the questions	(5 x 1 = 5)
2	Definitions	
a)	Entrepreneurial motivation	
b)	FBO	
c)	Maslow's hierarchy of needs	
d)	Cost-Plus Pricing	
e)	MPEDA	

SECTION B – K3 (CO2)

	Answer any THREE of the following	(3 x 10 = 30)
3	Classify entrepreneurs.	
4	Design a questionnaire to conduct a market survey for a new probiotic product, focusing on consumer preferences, buying habits and perceived value.	
5	Examine Maslow's hierarchy of needs.	
6	Discuss the various channels of distribution used in food supply chain.	
7	Illustrate the role of entrepreneurial support system to women entrepreneurs in food industry.	

SECTION C – K4 (CO3)

	Answer any TWO of the following	(2 x 12.5 = 25)
8	Illustrate opportunity analysis canvas.	
9	Compare and contrast the various stages of the food product lifecycle with the adoption and diffusion strategies used for new food products.	
10	Present a case study of a successful entrepreneur, detailing their journey, key strategies and factors that contributed to their success.	
11	Demonstrate how the major schemes implemented by the Indian government for the food industry contribute to its development and growth and analyze their impact on various sectors within the industry.	

SECTION D – K5 (CO4)

	Answer any ONE of the following	(1 x 15 = 15)
12	Enumerate the roles of the business environment in the food industry.	
13	Discuss the various unethical practices in food marketing.	

SECTION E – K6 (CO5)

	Answer any ONE of the following	(1 x 20 = 20)
14	Summarize the 4 P's of the marketing mix in the food business.	
1	Explain the implications of human resource management in Food industry.	
