



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

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

**THIRD SEMESTER – NOVEMBER 2016**

**FP 3952 - FOOD ENTREPRENEURSHIP**

Date: 09-11-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part A**

**Answer ALL the questions.**

**10 x 2 =20 marks**

1. Differentiate between classical and modern entrepreneur.
2. List any four advantages of being an entrepreneur.
3. Define Marketing Information System
4. Classify business environment.
5. Mention any two characteristics of small scale industries.
6. What is Break-Even Point in any business?
7. What is the channel of distribution that a Self Help Group manufacturing pickles would adopt to sell their product?
8. Differentiate between convenience and specialty product.
9. What is the impact of Marketing on Society as a Whole
10. Expand the following : A. SIDCO      B.NSIC

**Part B**

**Answer ANY EIGHT questions.**

**8x5=40 marks**

11. Explain Schumpeter and Jean Baptiste Say's view on entrepreneurship.
12. Discuss creativity, riskbearing, leadership and team skills as important entrepreneurial characteristics.
13. How can a supplier influence an enterprise?
14. i.)List the 9M's of a business.  
ii) Critically review the following situations and discuss how it can affect a business.  
a) Labour strike b)Passing of the GST bill.
15. What are the start up procedures for a food entrepreneur?
16. Give a brief account on the achievements of MOFPI.
17. How do small scale industries improve the morale of women?
18. Describe the various stages a product advances through during its existence.
19. Discuss any ten market based pricing strategies that can be adopted by your company.
20. Elaborate on distribution intensity and modes of transport that an enterprise can adopt to reach its customers.

21. How would you adopt e - technology in marketing to enhance your business?
22. Tabulate the internal and external problems faced by small scale industries.

**Part C**

**Answer any FOUR questions.**

**4x 10=40 marks**

23. i) Discuss instinct and incentive theories that researchers have developed to explain motivation.(4 marks)
- ii) Explain which is the ideal motivational theory that you would choose as an entrepreneur for workplace motivation to achieve best results. (6 marks)
24. “The Prime minister of India has stated that startups, innovation and technology are instruments for India’s transformation.” In this regard discuss the contributions of an entrepreneur and his role in theeconomic development of our nation.
25. Give a detailed account of the advantages of good employee-employer relations.
26. Discuss the steps involved in a marketing research process.
27. Enumerate the salient features of small scale industries and give an account of its objectives.
28. i.) The Hindu had a recent article titled “Your daily cuppa gets a spirited makeover” which gave details with regard to CSIR’s new product developed, a version of tea wine that has the goodness of catechin with 7 to 12 % alcohol content. Discuss the various modes of marketing communication that can be used to ensure this new product reaches the target customers. (5 marks)
- ii. Create a newspaperadvertisement for this “Tea wine”. (5 marks)

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