

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI-86
(For candidates admitted during the academic year 2016 – 2017 & thereafter)

B.Voc. DEGREE EXAMINATION, NOVEMBER 2024
FOOD PROCESSING AND QUALITY CONTROL
FIFTH SEMESTER

COURSE : MAJOR CORE
PAPER : ENTREPRENEURIAL INITIATIVES
SUBJECT CODE : 16VF/VM/EI56
TIME : 3 HOURS

MAX.MARKS: 100

SECTION- A

ANSWER ALL QUESTIONS:

(20 x 1 = 20)

I. Explain the following in one sentence:

1. Entrepreneurship
2. Project Formulation
3. Business Plan
4. Feasibility Report
5. Women Entrepreneurs

II. Choose the correct answer:

6. An entrepreneur's primary motivation for starting a business is
 - a. To make money
 - b. To be independent
 - c. To be famous
 - d. To be powerful

7. From the following which one is factor affecting entrepreneurial growth
 - a. Social
 - b. Economic
 - c. Psychological
 - d. All of the above

8. The problems faced by women entrepreneurs are
 - a. Lack of education
 - b. Limited mobility
 - c. Male dominated society
 - d. All of the above

9. The component of business plan is
 - a. Marketing strategy
 - b. Sales strategy
 - c. Executive Summary
 - d. All of the above

10. Entrepreneurs are motivated by
 - a. Money
 - b. Personal values
 - c. Pull influences
 - d. All the above

III. Fill in the blanks:

11. In the _____ century, the notion of an entrepreneur as an innovator was established.
12. An _____ is an individual who creates something for the first time, is a highly driven motivated by his or her own work and personal ideas.
13. For the success of business plan the goal should be _____.
14. The term entrepreneur came from _____.
15. _____ is the source of business idea.

IV. State whether True or False:

16. Evaluation of process of proposed projects or groups of projects are known as project completion.
17. SBA stands for small business administration.
18. Richard Cantillon viewed the entrepreneur as a risk taker who “buy(s) at an uncertain price, therefore operating at a risk”.
19. The process of creating something new is called Innovation.
20. A pilot plant is not a full-fledged commercial unit.

SECTION - B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40)

21. Elucidate the need for Entrepreneurship in Education.
22. Explain the types of Entrepreneurs with suitable examples.
23. Explain 6 entry barriers faced by entrepreneurs.
24. Describe the elements of Project Formulation.
25. Explain biotech park for women.
26. Draft a business project proposal for a food industry.

SECTION - C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

27. Describe the characteristics of Entrepreneurs.
28. Elucidate the challenges faced by entrepreneurs.
29. Enumerate the factors influencing Women Entrepreneurs.
30. What are the steps to start a business? Explain the process flow in detail.
