

**Avinashilingam Institute for Home Science and Higher Education for Women  
(Deemed to be University) Coimbatore-641 043  
Bachelor's Degree Examination – November 2018  
V Semester**

**Class : : III UG  
Major : Food Service Management and Dietetics**

**Time :3 hours  
Max. Marks: 100**

**14UFDC17/15BFDC17 ENTREPRENEURSHIP DEVELOPMENT**

**Part-A**

**10 x 1=10**

**Choose the correct answer**

1. Dimensions of entrepreneurship includes the following except  
a. innovation    b. organisation building    c. leadership    d. risk bearing
2. A conceptual model of entrepreneurship includes the following except  
a. organisation    b. environment    c. task    d. barrier
3. Project life cycle includes the following phases  
a. pre-investment, construction, normalisation  
b. pre-investment, construction, post-nvestment  
c. pre-investment, storming, normalising  
d. pre-investment, normalizing, growth
4. Elements of project formulation comprises of the following analysis except  
a. feasibility    b. input    c. project appraisal    d. system
5. Identify an All India Financial Institution  
a. SIDCO    b. DIC    c. SIPCOT    d. IFCI
6. Incentives for development of industries in backward areas includes the following except  
a. central investment subsidy    b. concessional finance  
c. tax holiday    d. transport subsidy
7. Break even point denotes  
a. no loss no profit    b. loss    c. profit    d. unstable business
8. CPM is  
a. critical path monitor    b. critical program monitor    c. critical program method  
d. critical path method
9. PERT means  
a. program evaluation and review technique  
b. performance evaluation and review technique  
c. process evaluation and review technique  
d. product evaluation and review technique
10. An entrepreneur characterized by a refusal to adopt and use opportunities to make changes in production is  
a. innovative    b. adoptive    c. drone    d. fabian

: 2 :

**Part B**

**5 X 6=30**

**Answer the following**

**Answer should not exceed 400 words or two pages**

11. a. Give a note on characteristics of entrepreneurship?  
(or)  
11.b. Write on various functions of entrepreneurs?
12. a. Explain about SWOT analysis?  
(or)  
12. b. Write the steps involved in project formulation?
13. a. Outline the importance of book keeping?  
(or)  
13. b. Write on financial ratios?
- 14.a. Explain the benefits of quality control?  
(or)  
14. b. Write short note on advertising for increasing sale?
15. a . List the points to be kept in mind for starting a small scale industry?  
(or)  
15.b . Explain the causes for sickness of a small scale industry run by a women entrepreneur?

**Part C**

**5 x 12=60**

**Answer the following**

**Answer should not exceed 800 words or four pages**

- 16.a. Define entrepreneur and explain about different types of entrepreneurs?  
(or)  
16.b .Analyse the factors affecting factory design?
- 17 .a. Explain the advantages of (i) product layout? (ii) process layout  
(or)  
17 .b. Point out the subsidies and incentives given to start a small scale industry in a backward area?
- 18.a. Describe any four financial institutions helping the entrepreneurs?  
(or)  
18.b. Explain the different types and role of marketing?
- 19.a. Write in detail about the advantages and disadvantages of packaging?  
(or)  
19.b. Discuss the stages of project formulation?
- 20.a. Explain about the various methods of pricing?  
(or)  
20.b. Explain the social responsibilities and business ethics of an entrepreneur?

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