



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with an 'A++' Grade by NAAC CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – October 2025
Semester V

Class: III.B.Sc
Branch: Food Science and Nutrition

Time: 2 Hours
Max. Marks: 60

23BFNPD3 - Entrepreneurial Skills

Course Outcomes:

At the end of this course, students will be able to:

1. Understand the concept, functions and growth of entrepreneurship in India
2. Familiarize with project identification and feasibility analysis
3. Learn to design and appraise the project and factors influencing the plant location.
4. Understand the government policies for the growth of SSIs
5. Adopt Indian ethics in businesses to stand as a role model through displaying ethical corporate behavior

Part A

6 x 1 = 6

Answer all questions

Choose the Correct Answer

1. The _____ is the initial funding required to launch a business or product. CO1 K1
a. Investment b. Seed capital c. Finance d. Cashflow
2. The practice of funding a project or venture by raising money from a large number of people, typically via the internet. CO2 K1
a. Crowdfunding b. Merchandising c. Pricing strategy d. Donation
3. The creation of a brand-new business, product, service/ organization from ground up. CO2 K1
a. New venture b. Commercializing c. Progressive d. Collectivistic
4. Oversee the development of new products from concept to market, learning the process of innovation. CO3 K1
a. Supervisor b. Investor c. Product Manager d. Sales Manager
5. Ensuring quality control involves setting clear quality standards, implementing procedures for monitoring and testing CO5 K1
a. Production b. Idea generation c. Marketing d. Control
6. It builds and fosters trust among customers, employees, and stakeholders. CO2 K1
a. Capability b. Business Ethics c. Canny d. Work

Part B

3x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7a. What is the role of an angel investor in a business? CO3 K1
(Or)
- 7 b. Brief how to develop effective teams and alliances. CO2 K1
- 8 a. Discuss about the steps in preparing a project report. CO2 K2
(Or)
- 8 b. Explain the role of MSME in India's economic development. CO3 K2
- 9 a. Differentiate between Western and Indian management in business ethics. CO5 K3
(Or)
- 9 b. Brief how business ethics leads to sustainable success. CO2 K2

Part C

Answer ALL questions

Each answer should not exceed 800 words or four pages

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| 10 a. Enumerate the key elements of the business model canvas. | CO2 K1 |
| (Or) | |
| 10 b. Summarise the ways to identify market opportunities for business growth. | CO2 K3 |
| 11 a. Address the factors to be considered and steps for starting a food industry. | CO3 K2 |
| (Or) | |
| 11 b. Describe the challenges and the problems of small scale enterprises. | CO2 K2 |
| 12 a. Elaborate about the work ethos and values for Indian managers. | CO5 K3 |
| (Or) | |
| 12 b. Illustrate the importance of corporate social responsibility and business ethics. | CO5 K2 |
