



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 I – August 2025

Semester V

Class: III.B.Sc

Branch: Food Science and Nutrition

Time: 2 Hours

Max. Marks: 60

23BFNPD3 - Professional Development Course - 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. It is the _____ that express the process of creating something new. CO1 K1
a. Innovation b. Entrepreneurship c. Marketing d. Service
2. The type of entrepreneurial business actually produce the products what they sell. CO2 K1
a. Manufacturing b. Wholesaling c. Retailing d. Service
3. The class of entrepreneurs focus on addressing social problems and creating positive social change through their ventures. CO2 K1
a. Social b. Imitative c. Innovative d. Fabian
4. The actual work of the project is carried out according to the plan during this phase. CO3 K1
a. Initiation b. Planning c. Execution d. Monitoring
5. The labour cost in designing product cost is around CO2 K1
a. 12 % b. 20 % c. 15 % d. 25 %
6. Innovation in future trend of product development is _____. CO2 K1
a. Functional test b. Operational approach c. Cost d. Product Positioning

Part B

3x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7a. Differentiate the entrepreneurship and entrepreneur. CO1 K1
(Or)
- 7 b. What are the types of entrepreneurship in food processing sector? CO2 K1
- 8 a. Discuss about the feasibility analysis in business. CO2 K2
(Or)
- 8 b. Explain the different types of market survey CO3 K2
- 9 a. How will you conduct market research for new products. CO1 K3
(Or)
- 9 b. Draw the product life cycle and explain its phases. CO2 K2

Part C

3x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- | | |
|--|--------|
| 10 a. Explain the functions of an entrepreneur. | CO2 K1 |
| (Or) | |
| 10 b. Summarise about the growth of entrepreneurship in India | CO1 K3 |
| 11 a. Discuss about the stages of a project life cycle. | CO4 K2 |
| (Or) | |
| 11 b. Brief on the internal and external constraints of a project. | CO2 K2 |
| 12 a. Outline the stages in product development with suitable illustrations. | CO2 K3 |
| (Or) | |
| 12 b. Explain the selection criteria for product and its ingredients | CO2 K2 |
