

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore-641 043**

**Bachelor's Degree Examination - November 2017
V Semester**

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

**Time: 3 Hours
Max Marks: 100**

15BFDC17/ 14BCDC17 Entrepreneurship Development

Part - A 10x1 = 10

Choose the correct answer

1. Entrepreneur is an economic agent who plays a vital role in the countries
 - a. social development
 - b. economic development
 - c. spiritual development
 - d. physical development

2. CPM is
 - a. Critical Path Method
 - b. Critical Program Method
 - c. Critical Path Monitoring
 - d. Critical Program Monitoring

3. The term quality includes
 - a. Reliability
 - b. suitability
 - c. durability
 - d. reliability, suitability & durability

4. What is PERT?
 - a. Programme evaluation review technique
 - b. Planning evaluation review technique
 - c. Performance evaluation review technique
 - d. Programme evaluation review technique

5. Debit is
 - a. the receiving aspect of transaction
 - b. the giving aspect of transaction
 - c. the investing aspect of transaction
 - d. the depositing aspect of transaction

6. The layout with the arrangements of machines in a single line is
 - a. Process layout
 - b. product layout
 - c. Mixed position layout
 - d. cellular layout

7. LIC was established in the year
 - a. 1946
 - b. 1956
 - c. 1966
 - d. 1976

8. An incorporated and voluntary association of individuals with a distinctive name, succession, liability and common seal is called a
 - a. Joint stock company
 - b. partnership
 - c. firm
 - d. proprietorship

9. The entrepreneur who is timid and cautious
 - a. Fabian
 - b. drone
 - c. empirical
 - d. cognitive

10. Income tax is an annual tax on
 - a. Profit
 - b. income
 - c. dividend
 - d. capital gain

Part- B

(5x6=30)

Answer should not exceed 400 words or two pages

11. a. Write the qualities of a successful entrepreneur
(or)
b. Discuss the benefits of quality control
12. a. What are the advantages and limitations of CPM?
(or)
b. Write short notes on SWOT analysis
13. a. Explain project life cycle
(or)
b. Write short notes on different types of promotional advertising
14. a. What are the points to be considered while starting small scale industry?
(or)
b. Write short notes on financial ratios.
15. a. Write short notes on different types of marketing
(or)
b. Discuss on network analysis

Part- C

(5x12=60)

Answer should not exceed 800 words or four pages

16. a. Explain in detail on the motivational factors of entrepreneurs.
(or)
b. Explain pricing in detail with example
17. a. What is project formulation? Explain in detail the different aspects.
18. Discuss iron-deficiency anaemia under the following:
(or)
b. Explain the types of plant layout
18. a. Write in detail the advantages and disadvantages of partnership form of organization
(or)
b. Explain on social responsibilities and business ethics of an entrepreneur.
19. a. Discuss in detail about the various methods of advertising
(or)
b. Discuss the stages of project formulation.
20. a. Write in detail on different classification of projects
(or)
b. Give in detail the process of network analysis.
