

Register No.: ..... Name: .....

## **SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**SIXTH SEMESTER B. TECH DEGREE EXAMINATION (R), MAY 2023**

**(2020 SCHEME)**

**Course Code: 20FTT386**

**Course Name: Entrepreneurship Development in Food Technology**

**Max. Marks: 100**

**Duration: 3 Hours**

### **PART A**

***(Answer all questions. Each question carries 3 marks)***

1. List the need for labor welfare process in a company.
2. What is Human Resource Management and give its functions?
3. Write the concept of Entrepreneurship.
4. Explain the Government Policy on Small and Medium Enterprises.
5. Elaborate the opportunities for entrepreneurs in food industries.
6. Explain the SWOT analysis of food industry.
7. What are the factors to be considered for setting up a food business?
8. Mention role of FSSAI, ISO, HACCP regulations in a food business.
9. Define Marketing Research.
10. Write the role of WTO.

### **PART B**

***(Answer one full question from each module, each question carries 14 marks)***

#### **MODULE I**

11. Explain the concept of globalization in business and the emerging trends in globalized business sectors. (14)

**OR**

12. Describe the Influence of social, political and economic systems for decision making by individual entrepreneurs. (14)

#### **MODULE II**

13. Illustrate the various schemes and incentives for promotion of entrepreneurship. (14)

**OR**

14. Illustrate the concept of entrepreneurship and the entrepreneurial and managerial characteristics required to manage an enterprise. (14)

**MODULE III**

15. Detail the entrepreneurial business structure of food businesses funded by venture capital and contract farming. (14)

**OR**

16. Elaborate the export and import policies related to food sector and their impact on food start-ups. (14)

**MODULE IV**

17. Sketch the details of the stages involved in setting up of a food industry. (14)

**OR**

18. Elucidate the Guidelines for obtaining ISO/HACCP certification. (14)

**MODULE V**

19. What are the International Marketing and International Trade-features for food processing sector? (14)

**OR**

20. Explain the concept of market research, the methods used and market information systems. (14)

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