



KERALA AGRICULTURAL UNIVERSITY
B.Tech. (Food Engg. & Tech.) 2018 Admission

V Semester Final Examination-February 2021

Fdsc.3103

Entrepreneurship and Agribusiness Management (2+0)

Marks:50
Time: 2 hours

- I Fill in the blanks: (10x1=10)**
- _____ is used to determine the minimum scale of operations necessary for earning profit.
 - The term _____ implies ex-post examination of a project.
 - Discounting techniques incorporates _____ of money in financial appraisal of projects.
 - _____ = $\frac{\text{Present value of cash inflows}}{\text{Present value of investment}}$
 - Risk and uncertainty necessitates _____ analysis in the appraisal of projects.
 - An entrepreneur requires money for investment in fixed assets and _____.
 - Food processing is a part of agricultural _____ marketing.
- Expand**
- HACCP
- Define**
- Payback period
 - Opportunity cost
- II Write Short notes on ANY FIVE of the following (5x2=10)**
- What is anti-dumping?
 - Name any six business laws specifically relevant to food industry/business.
 - What do you mean by agri-business?
 - List out the components of feasibility analysis of a project.
 - State the different kinds of innovations to act as an entrepreneur.
 - List out the stages in the Project life cycle.
 - Explain the term Supply Chain Management.
- III Answer ANY FIVE of the following (5x4=20)**
- Write a note on futures trading.
 - Briefly explain AoA under WTO.
 - State the factors to be considered in technical analysis of a project.
 - Write a note on IRR.
 - Explain the entrepreneurship process.
 - Define 'materials management'. Explain its role in agri-business.
 - Give classification of marketing functions.
- IV Write an essay on ANY ONE of the following (1x10=10)**
- Define a project. Explain factors influencing selection of a agri-business project.
 - What is marketing research? State its significance. Explain commonly used types of marketing research.
