



lib

**KERALA AGRICULTURAL UNIVERSITY**  
**B. Tech. (Agri. Engg.) 2023 Admission**  
**II Semester Final Examination – July 2024**

Sacs.1207

**Entrepreneurship Development and Business Management (2+1)**

**Marks: 50**  
**Time: 2 hours**

- I**                      **Fill in the blanks** **(10x1=10)**
1. .... outlines a company's goals and the strategy for achieving them.
  2. .... is a business owned and operated by one person.
  3. .... involves raising capital through the sale of shares in the business.
  4. .... is the process of dividing a target market into smaller, more defined categories.
  5. .... is the total amount of money being transferred into and out of a business.
  6. .... determines the point at which revenue received equals the costs associated with receiving the revenue.
  7. .... are individuals or groups that have an interest in the success and decisions of a business.
  8. .... occur when a company's production costs decrease due to the increased output.
  9. .... refers to the ability of a business to grow and manage increased demand.
  10. .... methodology focuses on creating a business model that is highly efficient and minimizes waste.
- II**                      **Write short notes on ANY FIVE of the following** **(5x2=10)**
1. What is entrepreneurship?
  2. Define intrapreneurship.
  3. Define entrepreneurship ecosystem.
  4. What is meant by the term 'pivot' in entrepreneurship?
  5. Define supply chain management.
  6. Discuss the role of human resource management (HRM) in business management.
  7. What is an Entrepreneurship Development Programme (EDP)?
- III**                      **Answer ANY FIVE of the following** **(5x4=20)**
1. Describe the key components of a project proposal for an agro-based industry.
  2. Discuss various techniques used for project appraisal and evaluation.
  3. Explain the concept of sensitivity analysis and its importance in project appraisal.
  4. Discuss the provisions and impact of WTO agreements on agricultural and food commodities in developing countries.
  5. Describe the key characteristics of successful entrepreneurs and how these traits contribute to business success.
  6. Evaluate the impact of leadership style on the effectiveness of managerial practices.
  7. Explain the challenges faced by agro-based industries in developing countries.
- IV**                      **Write an essay on ANY ONE of the following** **(1x10=10)**
1. Discuss the process of developing a business plan. What are the essential components, and why is each component critical to the success of the business?
  2. Analyze the different sources of funding available for entrepreneurs. What are the advantages and disadvantages of each source?

\*\*\*\*\*