

KERALA AGRICULTURAL UNIVERSITY
B.Tech. (Food Technology) 2024 Admission
IV Semester Final Examination – July 2026

Course: BES 2222 Entrepreneurship Development and Business Management (2+1)
Time: 2 hours

Maximum Marks: 50

Part I

Answer all the following.

(10 × 1 = 10)

1. Define Entrepreneurship.
2. What is an Entrepreneur?
3. Define Entrepreneurial Competencies.
4. What is Opportunity Identification?
5. Define Environmental Scanning.
6. What is a Project Report?
7. Define Working Capital.
8. What is Quality Control?
9. Define Marketing Strategy.
10. What is Crisis Management?

Part II

Write short notes on ANY FIVE of the following.

(5 × 2 = 10)

1. Motivational factors influencing entrepreneurship.
2. Social and environmental factors affecting entrepreneurship.
3. Characteristics of successful entrepreneurs.
4. Types of entrepreneurs.
5. Opportunity sensing and environmental scanning.
6. Entrepreneurial support institutions in India.
7. Fixed capital and working capital.

Part III

Answer ANY FIVE of the following.

(5 × 4 = 20)

1. Explain the concept, need, objectives, and importance of entrepreneurial development.
2. Discuss the entrepreneurial attributes and competencies required for a successful entrepreneur.
3. Explain the process of environmental scanning and opportunity identification for starting a new venture.

4. Discuss the role of financial institutions, government policies, and entrepreneurship development agencies in promoting entrepreneurship.
5. Explain the steps involved in establishing an enterprise, including product selection, ownership, registration, site selection, and sources of capital.
6. Discuss project identification, project formulation, and the preparation of a project report.
7. Explain the principles of production management, material management, and personnel management in small enterprises.

Part IV

Write an essay on ANY ONE of the following.

(1 × 10 = 10)

1. Explain the process of establishing a new enterprise. Discuss opportunity identification, enterprise planning, selection of product/service, form of ownership, registration, site selection, sources of finance, project formulation, project report preparation, and enterprise management.

OR

2. Discuss the role of functional management in entrepreneurial success. Explain production management, material management, personnel management, financial management, marketing management, and crisis management with suitable examples.