

# KERALA AGRICULTURAL UNIVERSITY

B.Tech (Food.Engg) 2012 Admission  
V<sup>th</sup> Semester Final Examination- January -2015

Cat. No: Fdsc.3103

Title: Entrepreneurship and Agribusiness Management (2 + 3)

Marks: 80.00

Time: 3 hours

## I Fill up the blanks

(10 x 1=10)

1. If the present value of cash inflow is equal to or more than the initial investment ,then the proposal is \_\_\_\_\_
2. PRRT is a \_\_\_\_\_ Technique
3. The \_\_\_\_\_ supply chain is that portion of a given supply chain that occurs within an individual organization
4. \_\_\_\_\_ is the advance given to cover the finance requirement during the time between sanctioning and disbursement of term loan by financial institutions
5. The word entrepreneur is derived from the word \_\_\_\_\_

## State True or False

6. Successful business has to recognize different elements of environment
7. An industrial entrepreneur is one who undertakes trading only
8. Management is called a process because ; it is applicable to the manufacturing process
9. The higher the average rate of return, the better the project
10. Brain storming is a technique usually used on a group of people to remove unwanted ideas from their brain

## II Write short notes on any TEN questions

(10 x 3=30)

1. What is environmental scanning
2. Define supply chain management
3. What is SWOT analysis
4. What is desk research
5. What are the various concepts of management
6. Define bridge capital
7. Define project report
8. NABARD
9. Marketing plan
10. WTO
11. Characteristics of SSI
12. Differentiate innovation and invention

**III Write short notes on any SIX questions**

**(6 x 5=30)**

1. State the differences between logistics management and supply chain management
2. What do you understand by a 'project' .what are its objectives
3. Explain the scope of material management
4. Describe the process of 'entrepreneurial motivation. Is it possible to motivate youth to take up entrepreneurial carrier ?If yes ,how ?If not,Why?
5. Define agricultural marketing .Explain its importance
6. What qualities and traits are required to be a successful women entrepreneur
7. State the importance of agribusiness
8. Discuss about industrial laws

**IV Write an essay on any ONE**

**(1 x 10=10)**

1. Define project appraisal .Discuss the various methods of project appraisal
2. Explain the socio-economic factors which motivate an entrepreneur

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