



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Engg) 2016 Admission
V Semester Final Examination-January 2019

Fdsc. 3103

Entrepreneurship and Agribusiness Management (2+0)

Marks:50
Time: 2 hours

I Fill in the blanks: (10x1=10)

- 1 WTO started functioning on _____
- 2 _____ refers to the different types of product offered by a firm to its customers

Expand

- 3 SSI
- 4 KVIC

Define

- 5 Innovation
- 6 Retailer
- 7 Tariff
- 8 Risk
- 9 Payback period
- 10 Project

II Write Short notes on ANY FIVE of the following (5x2=10)

- 1 Importance of time in project appraisal
- 2 Test marketing.
- 3 Differentiate between entrepreneur and manager.
- 4 Role of personnel management in agribusiness.
- 5 List the important consideration in cost- benefit analysis of projects.
- 6 Agribusiness.
- 7 Objectives of Food Safety and Standards Act.

III Answer ANY FIVE of the following (5x4=20)

- 1 Explain the steps in problem solving.
- 2 State the relevance of any two industrial legislations to food industry.
- 3 Describe the characteristics of an entrepreneur
- 4 TRIPS
- 5 What do you mean by financial appraisal and economic appraisal of projects? Differentiate between the two.
- 6 Financial management and its importance.
- 7 Supply chain management and its components?

IV Answer ANY ONE of the following (1x10=10)

1. What do you mean by a project report? Explain its contents.
2. What is forecasting? Explain its importance. Explain any three forecasting techniques used in business.
