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| QP Code: D153326 | Total Pages: 1 | Name: .....<br>Register No: ..... |

**FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026**

**FOOD TECHNOLOGY**

## FTL5CJ 303 - Entrepreneurship Development

**2024 Admission**

**Maximum Time :2 Hours** | **Maximum Marks :70**

### Section A

**All Question can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)**

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| 1 | Define entrepreneurship. Mention any three types of entrepreneurs. |
| 2 | List out the Functional areas of Management. |
| 3 | What are the Components of Project Life cycle. |
| 4 | Define Break even analysis. |
| 5 | Define MSME & its classification. |
| 6 | What is EDII? Mention its objectives. |
| 7 | Define PPP and Mention its advantages. |
| 8 | Write any three schemes supporting Entrepreneurship. |
| 9 | State the Objectives of Incubation center. |
| 10 | Define Direct and Online marketing. |

### Section B

**All Question can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)**

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|---|---|
| 11 | Discuss the importance of Joint Ventures in promoting business growth and market expansion. |
| 12 | Explain the Role of SIDBI and DIC in MSME promotion. |
| 13 | Explain the strategies to manage competition in business. |
| 14 | Discuss the stages of consumer decision making process. |
| 15 | Explain Supply chain management channels. |
| 16 | Discuss the concept of Venture capital with suitable examples. |
| 17 | Brief about KITCO, KFC, MOFPI. |
| 18 | Explain CSR with suitable illustration. |

### Section C

**Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)**

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| 19 | Describe Project appraisal and review technique. |
| 20 | Discuss the Government schemes and incentives for promotion of Entrepreneurship and industries promotional institutions. |