

**B.Sc. FOOD SCIENCE & TECHNOLOGY
FIFTH SEMESTER
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
BFST-503**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

(Objective)

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1×20=20

- Who should be involved in preparing a firm's business plan?
 - Accountant
 - Engineer
 - Financer
 - Entrepreneur
-is a specialized branch of accounting that keeps track of a company's financial transactions.
 - Cost accounting
 - Management accounting
 - Financial accounting
 - All of these
- Which of these segments typically would be the largest segment in the market?
 - People who have interest in purchasing
 - People who have acted on their purchase decisions
 - People who have decided to purchase
 - People who are aware of the product
- Which among the following is a process of arranging a product to create a unique impression in the customers' mind?
 - Market segmentation
 - Target marketing
 - Positioning
 - Global marketing
- In market skimming, the pricing strategy is such that:
 - Initially the price is lower, then it is reduced
 - Initially the price is higher, then it is reduced
 - Initial price is high and then it is maintained high
 - None of the above
- Finding ways to reduceis a key responsibility of management.
 - Dissatisfaction
 - Stress
 - Uncertainty
 - None of the above
- The acknowledgement of an employee's outstanding performance is known as.....
 - Recognition
 - Rewards
 - Punishment
 - Award
- To provide financial assistance to entrepreneurs the government has set up a number of.....
 - Financial advisors
 - Financial intermediaries
 - Industrial estates
 - Financial institutions
- The university technology transfer process begins with:
 - Invention disclosure
 - Scientific discovery
 - Evaluation of commercial potential
 - Filing a patent

10. Which of the following is not a government scheme launched for the purpose of entrepreneurship development?
 - a. ASPIRE
 - b. ATAL Innovation Mission
 - c. Start-Up India
 - d. Digital India
11. Which of these is not a challenge for an entrepreneur?
 - a. Managing cash flow of their business
 - b. Recruiting new employees
 - c. Choosing the product or service to sell in the market
 - d. Formulating rules and regulations relating to conducting entrepreneurship
12. What is the purpose of a feasibility study for starting a new venture?
 - a. Exploring for potential customers
 - b. Estimate sales
 - c. To understand if there are any barriers to success
 - d. None of the above
13. Accounting provides information on:
 - a. Cost and income for managers
 - b. Company's liability for a particular year
 - c. Financial conditions of institutions
 - d. All of the above
14. The most important retail marketing decision a retailer has to make is to:
 - a. Select the product assortment
 - b. Identify its target market
 - c. Choose the desired service level
 - d. Develop an effective store atmosphere
15. Out of the following, which is not an objective of pricing?
 - a. Profit
 - b. Stabilizing demand and sales of the product
 - c. Improvement in product quality
 - d. Expansion of business
16. Regarding leadership, which statement is false?
 - a. Leadership does not necessarily take place within a hierarchical structure of an organization
 - b. When people operate as leaders their role is always clearly established and defined
 - c. Not every leader is a manager
 - d. All of the above
17.is the step where the management finds out how effective it has been at hiring and placing employees.
 - a. Performance management
 - b. Performance analysis
 - c. Performance appraisal
 - d. Performance evaluation
18. Managers with goodare able to get the best out of their people.
 - a. Human skills
 - b. Conceptual skills
 - c. Technical skills
 - d. Visual skills
19. Technology transfer can potentially:
 - a. Generate revenues for universities
 - b. Create research connections between academy and industry
 - c. Enhance regional economic growth and development
 - d. All of the above
20. Which of the following give finance to young, start-up companies?
 - a. Venture capital firm
 - b. Finance company
 - c. Small business finance company
 - d. Commercial banks

(Descriptive)

Time : 2 hr. 30 mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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|---|--------|
| 1. What is a business plan? What are the factors to be included to prepare a good business plan? | 2+8=10 |
| 2. What do you mean by a feasibility analysis? State the importance of a feasibility analysis for starting a new venture. | 2+8=10 |
| 3. a) What are the different conditions of market? | 5 |
| b) What are the different pricing strategies? | 5 |
| 4. a) Explain the communication mix elements of marketing. | 5 |
| b) Explain the benefits of STP model of marketing strategy. | 5 |
| 5. a) What are the basic principles of management? | 5 |
| b) What are the different leadership styles adopted by leaders? | 5 |
| 6. a) What do you mean by financial accounting? | 2 |
| b) Discuss the importance of accounting in business. | 8 |
| 7. a) What are the characteristics or qualities of a successful entrepreneur? | 5 |
| b) What are some of the Government schemes that support and promote entrepreneurship development? | 5 |
| 8. Write a business plan of your choice that according to you is feasible for your target market, including all the necessary and relevant information. | 10 |

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