

CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE, NUVEM – GOA

POST GRADUATE DEGREE STUDIES (AFFILIATED TO GOA UNIVERSITY)

M.Sc. (II) Food Technology (Semester III) Examination January 2021

FTO 121 ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

Max. Marks: 45

Duration: 2 hours

Date: 27 January 2021

INSTRUCTIONS:

1. All questions in **Section I** are compulsory.
 2. Answer **any 3** questions from **Section II**
 3. Figures on the right indicate maximum marks assigned to the question
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SECTION I

Q1. Pick the correct option from the choices given.

(4 × 1 mark = 4 marks)

1. When sales of a product begin to decline over time, the revival strategy popularly used is
 - a. New Brand
 - b. Multi-branding
 - c. Line Extension
 - d. Brand Extension
2. Bargaining in which company-wide agreements are made followed by plant-level agreements:
 - a. Industry-cum-Regional Bargaining
 - b. Enterprise/plant-level Bargaining
 - c. National-level Bargaining
 - d. Company-level Bargaining
3. Cost related to the setting-up a business or the functioning of a device, piece of equipment or a facility is called:
 - a. Fixed Cost
 - b. Overhead Cost
 - c. Variable Cost
 - d. Incremental Cost
4. The number of different persons or households exposed to a particular media schedule during a specified time period is referred to as:
 - a. Frequency
 - b. Reach
 - c. Exposure
 - d. Continuity

P.T.O.

Q2. Elaborate on any two of the following:

(2 × 3 marks = 6 marks)

- a. Job recruitment tools.
- b. Purpose of advertising a product.
- c. Clarence Danhof classification of entrepreneurs.

Q3. Differentiate between the following (any 5):

(5 × 1 mark = 5 marks)

- a. Loss Aversion vs. Priming vs. Reciprocity.
- b. Unit operation vs. Unit process vs. Processing limits.
- c. On-the-job vs. Off-the-job vs. In-house employee training.
- d. Branded House vs. House of Brands vs. Umbrella branding.
- e. Industry-cum-Regional vs. National-level Bargaining vs. Enterprise/plant-level Bargaining.
- f. Key Partners vs. Key Activities vs. Key Resources.

SECTION II

- Q4. a.** Describe the process of Performance Appraisal. (6)
b. What are the advantages and disadvantages of appraisal process? (4)
- Q5. a.** Layout and elaborate a basic product design process. (7)
b. List factors that affect product design. (3)
- Q6. a.** Elaborate on any four commonly used Primary Pricing strategies. (8)
b. A crate of organic apples is purchased from a distributor for Rs. 120. Deduce the retail price at 35% margin. Also determine the Retail mark-up % for the same. (2)
- Q7. a.** Explain any 8 Facilitating Functions of Marketing. (8)
b. Design a simple Marketing Process. (2)
