



WEST BENGAL STATE UNIVERSITY

B.Sc. Honours 5th Semester Examination, 2021-22

FNTADSE02T-FOOD AND NUTRITION (DSE1/2)

Time Allotted: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

All symbols are of usual significance.

Answer any *four* questions from the following

10×4 = 40

1. What do you mean by SWOT analysis? What are internal and external factors? Explain its significance. 4+3+3
2. What is a business opportunity? What is sensing of entrepreneurial opportunity? What is required to convert an idea into an opportunity? What are the opportunities in India in food processing industry? 2+2+2+4
3. What positive impact does an entrepreneur have on society? Describe important entrepreneurial characteristics. 5+5
4. What is competitive analysis? What are the steps of competitive analysis? How can you assess a food company's resources, capabilities and competitiveness? 2+3+5
5. What is market research in entrepreneurship? What factors do affect market assessment? Why is market assessment needed in entrepreneurship? 2+4+4
6. What is positive self-image? What is the importance of self-image for success in business? Differentiate internal and external locus of control with examples. 2+5+3
7. What is meant by business idea generation? Discuss about the tools and techniques used in idea generation. Discuss about the idea generation tools which are suitable for the success of a confectionary brand in a metropolitan city like Kolkata. 2+3+5
8. What is skill? What do you understand by entrepreneurial skill? Write a note on techniques for development of entrepreneurial skill. 2+3+5
9. Prepare a business plan not requiring much resource involvement for setting up of a business unit related to food and nutrition. 10
10. Can you set up a business unit of your own utilizing the knowledge of nutrition? Prepare a detailed plan. 10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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