

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

**SET  
A**

Duration: 3 hrs.

Full Marks: 70

**(Objective)**

Time: 30 mins.

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. In a matrix organizational structure, employees report to:
  - a. One manager only
  - b. Multiple manager
  - c. External stakeholders
  - d. CEO directly
2. Who should be involved in preparing a firm's business plan?
  - a. Accountant
  - b. Engineer
  - c. Financer
  - d. Entrepreneur
3. 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
4. .... is a specialized branch of accounting that keeps track of a company's financial transactions.
  - a. Cost accounting
  - b. Management accounting
  - c. Financial accounting
  - d. All of these
5. 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
6. Which of these segments typically would be the largest segment in the market?
  - a. People who have interest in purchasing
  - b. People who have acted on their purchase decisions
  - c. People who have decided to purchase
  - d. People who are aware of the product
7. What does decentralization in organizational structure involve?
  - a. Concentrating decision-making at the top
  - b. Ignoring decision-making
  - c. Outsourcing decision-making
  - d. Distributing decision-making throughout the organization
8. Which among the following is a process of arranging a product to create a unique impression in the customers' mind?
  - a. Market segmentation
  - b. Target marketing
  - c. Positioning
  - d. Global marketing
9. 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

10. In market skimming, the pricing strategy is such that:
  - a. Initially the price is lower, then it is reduced
  - b. Initially the price is higher, then it is reduced
  - c. Initial price is high and then it is maintained high
  - d. None of the above
11. What is a key characteristic of effective leadership?
  - a. Isolationism
  - b. Authoritarianism
  - c. Micromangement
  - d. Adaptability
12. What is a potential benefit of team-building activities?
  - a. Increased conflict
  - b. Decrease moral
  - c. Improved communication
  - d. Reduce productivity
13. What does technology transfer mean in an organisation?
  - a. Sending emails
  - b. Sharing knowledge and expertise between individuals
  - c. Transferring technology from one organization to another
  - d. Upgrading software
14. What does the acronym "IPR" stand for?
  - a. International Patent Registry
  - b. Intellectual Property Resources
  - c. Integrated Product Recognition
  - d. Intellectual Property Rights
15. Which leadership style focuses on empowering team members and fostering collaboration?
  - a. Laissez-faire
  - b. Transactional
  - c. Autocratic
  - d. Transformational
16. What is a crucial aspect of emotional intelligence in leadership?
  - a. Indifference to others' feelings
  - b. Lack of self-awareness
  - c. Empathy
  - d. Strict adherence to rules
17. 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
18. Which type of intellectual property protects inventions, and new products?
  - a. Copyright
  - b. Trademark
  - c. Patent
  - d. Trade secret
19. Which of the following gives finance to young, start-up companies?
  - a. Venture capital firm
  - b. Finance company
  - c. Small business finance company
  - d. Commercial banks
20. What is the maximum duration of copyright protection for works created by an individual?
  - a. 25 years
  - b. 50 years
  - c. 60 years
  - d. 10 years

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**( Descriptive )**

Time : 2 hr. 30 mins.

Marks : 50

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

1. Discuss the factors to be considered in preparing a good business plan. 10
2. a) What is the importance of a feasibility analysis while starting a new venture? 2+8=10  
b) Discuss the STP model of marketing strategy.
3. a) Briefly explain the promotion-mix elements of marketing that helps the marketers to attract and communicate their messages with the target audience. 5  
b) What are the different pricing strategies that can be adopted by the marketers to increase their sales? 5
4. What do you mean by IPR? What are the different forms of IPR? (Explain with examples) 3+7=10
5. a) What are the various accounting concepts based on which accounting principles and standards are formulated? 5  
b) What is the purpose of financial accounting? 5
6. a) What are the different types of accounts? Give relevant examples. 5  
b) State the rules for debit and credit for different accounts. 5
7. What do you mean by technology transfer? How technology transfer is benefitting the business organization? What are the key steps to consider when developing a research strategy for technology transfer? 2+4+4=10
8. What are the different types of leadership style (explain with examples)? 6+4=10  
Suppose you want to start your own business, which leadership style would suit your company the best and why?

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