

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. VIIth Semester–Examination – Nov- 2011

Subject code: 171403

Subject Name: Entrepreneurship and Food Plant Management

Date:24/11/2011

Time: 10:30 am – 01:00 pm

Total Marks: 70

Instructions:

- i. Attempt all questions.**
- ii. Make suitable assumptions wherever necessary.**
- iii. Figures to the right indicate full marks.**

- Q.1**
- | | | |
|------------|---|-----------|
| (a) | i. What are the qualities expected from a good entrepreneur? | 03 |
| | ii. Discuss different ways to identify business opportunities? | 04 |
| (b) | i. What are the objectives of production planning and control? | 03 |
| | ii. Differentiate planning and control with respect to food industry. | 04 |

- Q.2**
- | | | |
|------------|---|-----------|
| (a) | Write short notes on (i) KAIZEN and (ii) Six -SIGMA | 07 |
| (b) | i. What are the objectives of maintenance system? | 03 |
| | ii. Differentiate preventive and curative maintenance. | 02 |
| | iii. Explain “well maintained plant” can produce process foods at cheaper rate. | 02 |

OR

- | | | |
|------------|--|-----------|
| (b) | i. What are the limitations and advantages of large batch size? | 03 |
| | ii. What are the factors considered for economic batch quantity? | 02 |
| | iii. How economic batch quantity is calculated? | 02 |

- Q.3**
- | | | |
|------------|--|-----------|
| (a) | Explain the material management with reference to food processing industry? | 07 |
| (b) | i. Write a note on the structure of organization? | 03 |
| | ii. Explain how the training and motivation can improve the productivity of the plant? | 04 |

OR

- Q.3**
- | | | |
|------------|--|-----------|
| (a) | Write a note on JIT? How it helps in improving the efficiency and capacity of the plant. | 07 |
| (b) | i. Discuss the various factors considered for material handling in a food processing industry. | 03 |
| | ii. State results of poor material handling system and achievements of planned material handling system in a food processing industry. | 04 |

- Q.4**
- | | | |
|------------|--|-----------|
| (a) | Explain the following terms | 07 |
| | i. Branding of the product | |
| | ii. Product life cycle | |
| (b) | Explain the different pricing policies which entrepreneur follows? | 07 |

OR

- Q.4**
- | | | |
|------------|-----------------------------|-----------|
| (a) | Explain the following terms | 07 |
| | i. Break even point | |
| | ii. Marginal money | |

(b) Name the various agencies which support and promote food processing industries in India. How they help? **07**

Q.5 (a) i. How accounting ratios help in this process? **03**

ii. Enlist the various laws applicable to food processing units. Describe any two in detail. **04**

(b) Prepare a balance sheet from the following data on Sept 30, 2011. In From Sept 01, 2011 to Sept 29, 2011 following activities were carried out: **07**

Own money invested	Rs 20,00,000/-
Bank loan sanctioned	Rs 30,00,000/-
Bank loan credited	Rs 18,00,000/-
Raw material purchased	Rs 32,10,000/-
Finished product sold	Rs 7,55,000/-
Earning from waste sold	Rs 35,500/-
Trade credited	Rs, 4,90,000/-
Trade Debit	Rs 6,00,000/-

OR

Q.5 (a) i. Write a note on ABC analysis. **03**

ii. Explain how the balance sheet and profit and loss account are inter-related? **04**

(b) Calculate the market retail prices per unit packaging of instant food mix in 200g, 500g and 800g tetra pack if the cost of production of food mix at the factory is Rs 36,000/- per tone excluding packaging. The cost of tetra pack for 200, 500 and 800g is Rs 4/-, 6/-, 9/- respectively. The cost of CFB box carrying 24 kg capacity is Rs 30/- each. It s expected that the profit to factory, whole seller and retailer should be 12%, 8% and 15% respectively. **07**
