



বিদ্যাসাগর বিশ্ববিদ্যালয়  
**VIDYASAGAR UNIVERSITY**

**Question Paper**

**B.Sc. Honours Examinations 2022**

(Under CBCS Pattern)

**Semester - VI**

**Subject : NUTRITION**

**Paper : C 14 - T**

**Entrepreneurship Development and Enterprise Management**

**Full Marks : 40**

**Time : 2 Hours**

*Candidates are required to give their answers in their own words as far as practicable.*

*The figures in the margin indicate full marks.*

- A. Answer any **four** of the following questions : 5×4=20
1. What is entrepreneurship? Mention the significance of entrepreneurship development in India? 2+3=5
  2. Mention 3 important characteristics of an entrepreneur? Name 2 crucial challenges that are faced by a woman entrepreneur. 2½+2½=5
  3. Write down a short note on types of enterprises. 5
  4. What is market research? How to assess the market potential? 2+3
  5. Define personnel management. Mention the functions of a personnel manager. 2+3
  6. What is standardized recipe? What do you mean by recipe adjustment and portion control? 2½+2½=5

B. Answer any *two* of the following questions :

10×2=20

7. (a) Define finance.  
(b) Mention the types of finance.  
(c) What is financial management?  
(d) Write down the importance of financial management. 2+3+2+3
8. (a) Define menu.  
(b) Write down a short note on different types of menu.  
(c) Describe the factors those affect menu planning. 2+4+4=10
9. (a) What is input-output cycle?  
(b) What do you mean by 4ps of marketing?  
(c) Describe in brief about the budgeting process. 3+4+3
10. (a) What is personnel hygiene?  
(b) What do you mean by the term 'Job Specification'?  
(c) What are the principles of management? 2+3+5
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