



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Tech. (Food Engg.) 2018 Admission**  
**VII Semester Final Examination - January 2022**

**Fdsc.4107**

**Food Industry Management (2+1)**

**Marks: 50**  
**Time: 2 hours**

**I Fill in the blanks**

**(10x1=10)**

1. Managers performance is measured on the basis of .....
2. MAD stands for .....
3. WIP stands for .....
4. Motivation can be thought of the force that devices.....
5. CPM stands for .....

**Define**

6. Man-Machine chart
7. Profit sharing
8. ABC analysis
9. Product life cycle
10. Marketing Management

**II Write short notes on ANY FIVE of the following**

**(5x2=10)**

1. Write short notes on IDBI and SIDBI.
2. Write short note on forecasting demand.
3. What is inventory control?
4. Labour efficiency
5. Differentiate among quality inspection, quality control and quality assurance.
6. List out the main responsibilities of personnel management of food industry.
7. Wages and incentives

**III Answer ANY FIVE of the following**

**(5x4=20)**

1. Write in detail about different leadership styles and its impact on food industry.
2. What are the essential features of Hasley and Rowan plans?
3. Explain in detail about principles and techniques of production management.
4. What are the prospects of spices processing units in Kerala in the emerging economic scenario?
5. Discuss Product life cycle and process life cycle curve.
6. What are the prospects of coconut processing industries in Kerala in the emerging economic scenario?
7. What is SWOT analysis? Discuss it with reference to Indian Food Industry.

**IV Write an essay on ANY ONE of the following**

**(1x10=10)**

1. Furnish any one of the food product and associated process chart with a neat representative flow diagram and plant layout.
2. Compare between Management of mega centralized food processing industry and location specific decentralized mini food processing unit.

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