

KERALA AGRICULTURAL UNIVERSITY

B.Sc (Food.Engg) 2012 & Previous Admission
Vth Semester Re- Examination-January -2016

Cat. No: Basc 3111

Marks: 80.00

Title: Economics of Food Processing and Marketing (2+1)

Time: 3 hours

I State whether the following are True or False

(10 x 1=10)

1. Market is only a place where the exchange of commodities take place
2. Purchasing power is the demand plus willingness to purchase
3. When the coefficient of elasticity is zero, it is a case of perfect elasticity
4. Marketing environment is static and not flexible
5. The average fixed cost curve is 'U' shaped

Fill in the blanks

6. Consumer behavior is the study of the behavior of
7. Accounting period of business concerns in our country is from
8. When there are large competitors in the market, it is known as market
9. Expansion of WTO is
10. A pricing strategy that charges customers different prices for the same product or service is known as

II Answer any ten of the following

(10 x 3=30)

1. Briefly explain the elements of marketing concept?
2. Explain the term social marketing with examples?
3. What are the different criteria for successful segmentation?
4. What do you mean by psychological pricing?
5. What are the characteristics of perfect competition?
6. What are the objectives of financial statements?
7. Write the objectives of sales promotion?
8. Briefly explain different techniques of market research
9. Give the uses of cash flow analysis?
10. What are the reasons for monopoly?
11. Explain the term symbiotic marketing?
12. What are the factors considered in selecting distribution channels

III Answer Any Six questions

(6 x 5=30)

1. Consumer behavior studies are very important in marketing Comment
2. Distinguish between marketing and selling?
3. What is WTO? Explain its impact on marketing
4. What are the different types of vertical marketing channel managements?

5. What do you mean by ratio analysis and explain its importance in accounting?
6. Explain the features of modern marketing
7. What is personal selling? Explain the importance of personal selling?
8. Explain the various factors affecting pricing of product?

IV Answer Any One question-

(1 x 10=10)

1. Briefly explain the internal and external factors which affect marketing environment
2. Discuss the different kinds of pricing strategies with examples