KERALA AGRICULTURAL UNIVERSITY
B.Tech. (Food Engg. & Technology) 2017 Admission

VII Semester Final Examination-January 2021

Fdsc.4107 **Food Industry Management (2+1)** **Marks: 50**
Time: 2 hours

I **Fill in the Blanks** **(10x1=10)**

1. PERT stands for _____.
2. Holding cost also known as _____.
3. ROI stands for _____.
4. MIS stands for _____.
5. Raw materials are the resources required in the _____.
6. _____ refers to the length of time required for the strategy to have an effect.
7. P chart is commonly known as _____ chart.
8. _____ means that the inventory level known at the discrete point in time only.
9. _____ is depending on the amounts of the inventory that is derived or produces.
10. EOQ stands for _____.

II **Write Short notes on ANY FIVE of the following** **(5x2=10)**

1. Describe organizational structure.
2. Discuss matrix organization with the help of diagram.
3. What are two questions that inventory control addresses?
4. Classification of Advertising.
5. What do you understand by the term motivation? Discuss with the help of examples.
6. Differentiate between product layout and process layout with the help of suitable examples.
7. Comment on the terms Quality control and inspection.

III **Answer ANY FIVE of the following.** **(5x4=20)**

1. What is SWOT analysis? Discuss it with reference to Indian food industry.
2. What factors are considered in the selection of the general plant location? Enumerate the advantages of locating a food processing plant in a food park?
3. Explain the significance of inspection in plant maintenance.
4. Explain different types of production system and discuss in brief the objective of production and operation management.
5. Describe the ABC classification. What is the purpose of classifying item in this fashion?
6. What do you mean by feasibility study? Discuss various approaches for conducting the feasibility study.
7. What do you understand by the term inventory? Classify and discuss the types of inventory.

IV **Write an essay on ANY ONE of the following** **(1x10=10)**

1. What are the causes of product quality variation? How you will determine the break eve point? Assuming any case draw break even graph. Write its merits and drawback.
2. The daily demand for bread in a grocery store can be one of the value out of 200, 260 or 300 loaves with probability of 0.5, 0.3 and 0.2. The owner of the store wants to store one of these numbers. Assuming that the bread cost Rs. 10 and is sold for Rs. 15; find the optimum stock level using decision tree representation.

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