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KERALA AGRICULTURAL UNIVERSITY
B.Tech (Food. Engg) 2011 Admission
Vth Semester Final Examination- December /January -2013

Cat. No: Basc.3111

Marks: 80

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

Time: 3 hours

SECTION – A

State whether the following are TRUE or FALSE (10 x 1/2 = 5)

1. In a monopoly market price of the product will be high.
2. Purchase decision is the final result of buyer behaviour.
3. Marketing management is static activity.
4. The average variable cost curve is U shaped
5. Advertisement is a non-paid form of promotion

Fill up the blanks

(10 x 1/2 = 5)

6. The doubt on the purchase decision by a consumer is known as.....
- 7..... is a pricing strategy in which a marketer sets a relatively high price for a product or service at first, and then lowers the price decision over time
8. The data collected from the primary sources is known as
9. Excess of sales over cost of goods sold is
10. Rising profits is a feature ofstage of PLC.

SECTION – B

Answer any Ten of the following questions

(10 x 3= 30)

1. State the major contents of a balance sheet. between need and want?
2. Explain the different methods of primary data collection
3. Promotion of a product covers the major share of marketing cost of a product, Comment?
4. What are the contents of Marketing Plans?
5. What are the advantages of sales promotion techniques?
6. Explain De marketing?
7. What are the functions of wholesalers?

- 8 Explain the major distribution channels of agricultural products,
- 9 What are the qualities acquired by the salesman?
- 10 What do you mean by market environment?
- 11 What are the factors considered in selecting distribution channels?
- 12 What are criteria for classification of markets?

SECTION – C

Answer any Six of the Following Questions

(6 x 5 = 30)

1. Explain methods of segmenting markets?
2. What are the different stages in Product Life Cycle?
3. What are the major factors (internal and external) that should be taken into account in developing a pricing policy?
4. Explain the term market structure ?
5. What is marketing research? Why is it needed by companies?
6. Distinguish the following
 - i. Pure and heterogeneous Oligopoly
 - ii. Change in Demand and Change in quantity demanded
 - iii. Perfectly elastic and unit elasticity
 - iv. Pecuniary and real economies
 - v. Distinguish monopoly and monopsony
7. State the benefits of e-marketing?
8. Distinguish between skim the cream pricing and penetration pricing?

SECTION – D

Answer any one of the following

(1 x 10 =10)

- 1 Explain the steps involved in buying decision process.
- 2 Explain the steps involved in project preparation and report writing.
