

KERALA AGRICULTURAL UNIVERSITY

B.Tech (Food. Engg) 2012 Admission

Vth Semester Final Examination- January -2014

Cat. No: Basc.3111

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

Marks: 80

Time: 3 hours

I. Fill up the blanks/Match the following/State True or False/Define (10x1=10)

1. ----- is a paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor.
2. ----- is a name, term, sign, symbol or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.
3. ----- means the use of electronic means and plat forms to conduct a company's business.
4. ----- is the process of obtaining a desired product from someone by offering something in return.
5. ----- is the art of anticipating what buyers are likely to go under a given set of conditions.
6. -----denotes planned activity.
7. The ----- investigates whether a prospective project is worth-starting-that it has a valid business case.
8. Net Present Value (NPV) and ----- are collectively known as discounted cash flow (DCF) techniques.
9. ----- means using of internet to create word of mouth effects to support marketing efforts and goals.
10. FEMA stands for -----

II. Write short notes/answers etc. on ANY TEN

(10x3=30)

1. Marketing.
2. Demand.
3. Material Cost.
4. Direct Expenses.
5. Overheads.
6. Fixed Cost.
7. Semi-variable Cost.
8. Break Even Point.
9. Cash Inflow.
10. Gross Profit.
11. Throughput Analysis.
12. Sole Proprietor.

III. Write short essays on ANY SIX of the following

(6x5=30)

1. Under demographic segmentation, how do you divide the market?
2. Describe the eight groups of Psychographic segmentation.
3. What are the features of Marketing Research?
4. Describe the characteristics of Marketing Information System.
5. Discuss on various factors to be taken into consideration while selecting a distribution channel.
6. Discuss the functions that Public Relation can perform.
7. What are the factors which influences pricing.
8. Discuss about various types of market structures.

IV. Write essay on ANY ONE

(1x10=10)

1. Explain the types of marketing environment
2. What influences Consumer Behaviour?

