



KERALA AGRICULTURAL UNIVERSITY
B.Tech.Food Engineering 2016 Admission
V Semester Final Examination-January-2019

Basc.3111

Economics of Food Processing & Marketing(2+1)

Marks:50
Time: 2 hours

- I Fill in the blanks: (10x1=10)**
- 1 _____ is the systematic collection and analysis of publicly available information about competitors and developments in the marketing environment.
 - 2 The moral principles, which guide the behaviour of businessmen or business activities in relation to the society is called _____
 - 3 The change in total cost per unit increase in output is called _____
 - 4 _____ refers to treatment of the market as a homogenous group and offering the same marketing mix to all customers.
 - 5 The time required for the resource to be completely transformed into a finished product is called _____
- State True or False**
- 6 Internal Rate of Return (IRR) is a Discounted Cash Flow technique of Investment Appraisal
 - 7 Monopolistic market is a perfect market
 - 8 A balance sheet shows the financial position of a business enterprise as of a specified moment of time
 - 9 Impulse goods are those purchased on regular basis
 - 10 The production function is linear in the case of constant returns to scale
- II Write Short notes on ANY FIVE of the following (5x2=10)**
- 1 Time value of money
 - 2 Product Life Cycle (PLC)
 - 3 Engineering cost curves
 - 4 Opportunity Cost
 - 5 Product Positioning
 - 6 Complementary Demand
 - 7 Penetration pricing
- III Answer ANY FIVE of the following (5x4=20)**
- 1 Role of analyzing demographic environment in India with reference to food products marketing.
 - 2 Role of wholesaler and retailer in distribution of goods.
 - 3 Characteristics of perfectly competitive market.
 - 4 Need for a sound Marketing Information System.
 - 5 Various non-price factors or determinants which influence the demand for a commodity.
 - 6 Role and importance of food products advertising.
 - 7 Market Segmentation and some of the bases for segmenting consumer markets.
- IV Answer ANY ONE of the following (1x10=10)**
- 1 Components of a Detailed Project Report and sequential stages in preparing project for a food processing unit.
 2. Marketing Environment and its various dimensions with respect to food processing industry.
