



KERALA AGRICULTURAL UNIVERSITY
B.Tech (Food Engg.) 2017 Admission
V Semester Final Examination-December 2019

Basc.3111

Economics of Food Processing and Marketing (2+1)

Marks: 50
Time: 2 hours

I Define the following

(10x1=10)

1. Time value of Money.
2. Return to Scale.
3. Sales Promotion.
4. Demand.
5. Pricing strategy.
6. Marketing Plan.
7. Project Cycle.
8. Situation analysis.
9. Cash flow Statement.
10. Skimming Pricing.

II Write Short notes on ANY FIVE of the following

(5x2=10)

1. Differentiate Market and Marketing.
2. Differentiate Compounding and Discounting.
3. Differentiate Balance sheet and Income statement.
4. Differentiate Advertisement and Publicity.
5. What are the characteristics of Oligopoly market?
6. Mention the objectives of GATT.
7. What is Market information, Market news and Market Intelligence?

III Answer ANY FIVE of the following

(5x4=20)

1. Write in detail about Financial Management.
2. Explain Discounted measure of money.
3. Define Marketing Environment and Explain the types of Marketing Environment.
4. Explain the law of Demand and Determinants of Demand.
5. Picturize the Balance sheet of a Hypothetical farm.
6. Explain sales promotion and Personal selling with examples.
7. Define Market structure and Explain the components of Market Structure

IV Write an essay on ANY ONE of the following

(1x10=10)

1. Explain different Financial ratios used in analysis.
2. Price determination in Purely Competitive, Monopolistic Competitive and Oligopoly markets.
