KERALA AGRICULTURAL UNIVERSITY

B.Tech (Food.Engg) 2011 Admission

VIIth Semester Final Examination- January-2015

Cat. No: Fdsc.4107

Title: Food Industry Management (2+1)

Marks: 80

Time: 3 hours

I Define the following (10 x 1 = 10)

1. Marketing management
2. PERT
3. Halsey plan
4. Piece wage
5. Material management
6. Motion study
7. Line and staff
8. Manpower planning
9. Mixed cost
10. Man-Machine chart

II Answer any ten of the following (10 x 3 = 30)

1. List out the different classification of food industries.
2. Explain briefly about quantitative techniques of decision making in operation research.
3. Why routing and scheduling are important in manufacturing system?
4. How plant location affects the profitability of food industry?
5. What are the various kinds of inspection?
6. Discuss break-even point and its implication in food industry management.
7. List out the main responsibilities of personnel management of food industry.
8. Discuss the importance of consumer behavior in production and marketing of food products.
9. Explain about strategic decision.
10. What is inventory control?
11. Discuss the fundamental requirements of a good financial incentive system.
12. Briefly explain the role of organization.
13. Write short notes on IDBI and SIDBI.

III Answer any six of the following (6 x 5 = 30)

1. Explain in detail about principles and techniques of production management.
2. Write in detail about different leadership styles and its impact on food industry.
3. Describe the effect of different kinds of motivation in food industry.
4. Write about the role of financial institutions in developing and sustaining food processing industries.

(PTO)

5. Write about product mix, product brand and product life cycle.

6. What are the prospects of spices processing units in Kerala in the emerging economic scenario?

7. Describe the objectives and functions of production planning.

8. Discuss about ABC and VED analysis.

IV Write a detailed essay on any one of the following   (1 x 10 = 10)

1. Discuss in detail about SWOT (Strength, Weakness, Opportunity and Threat) analysis prospects of Indian Food industries in the emerging economic scenario.

2. Furnish any one of the food product and associated process chart with a neat representative flow diagram and plant layout.