



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Tech.(Food Engg.) 2015 Admission**  
**VII Semester Final Examination-January 2019**

Fdsc.4107

**Food Industry Management (2+1)**

**Marks: 50**  
**Time: 2 hours**

**I Fill in the Blanks**

**(10x1=10)**

- 1 ✓ Managers performance is measured on the basis of \_\_\_\_\_
- 2 \_\_\_\_\_ range operation decision is those whose impact can be measured in terms of weeks and month.
- 3 ✓ WIP stands for \_\_\_\_\_
- 4 \_\_\_\_\_ cost is also known as shortage cost or stock out cost.
- 5 \_\_\_\_\_ reviews means that the inventory level known at all time.
- 6 ✓ MAD stands for \_\_\_\_\_
- 7 ✓ CPM stands for \_\_\_\_\_
- 8 \_\_\_\_\_ refers to extra payment to employee over and above salary given as incentives.
- 9 ✓ Motivation can be thought of the force that derives \_\_\_\_\_
- 10 \_\_\_\_\_ organization referred to as a theoretical model which can be realized in different ways.

**II Write Short notes on any FIVE of the following**

**(5x2=10)**

- 1 Classical view of operation strategy
- 2 Product Mix
- 3 Product life cycle curve
- 4 ✓ Wages and Incentives
- 5 ✓ Labour efficiency
- 6 Competitive and supply chain strategies
- 7 Quality control and inspection

**III Answer any FIVE of the following.**

**(5x4=20)**

- 1 Explain the different types of production systems and discuss in brief the objective of production and operation management.
- 2 An analyst predicts that an 80 percent experience curve should be an accurate predictor of the cost of producing a new product. Suppose that the cost of first unit is Rs 1000. What would he predict is the cost of producing the 100<sup>th</sup> unit?
- 3 ✓ What is SWOT analysis? Discuss it with reference to Indian food industry.
- 4 Why market study is necessary before establishing a food processing plant? List the documents required for market analysis.
- 5 What do you understand by term selective inventory management? Discuss the objectives, limitations and method of observation of ABC analysis.
- 6 Explain the frame work of managing operations and discuss the different types of models used in production and operation management.
- 7 ✓ Discuss Product life cycle and process life cycle curve.

**P.T.O**

**IV****Answer any ONE of the following****(1x10=10)**

- 1 The demand for bread at a local shop during the past eight weeks has been

Week	1	2	3	4	5	6	7	8
Sales (Packets)	86	75	72	83	95	67	74	85

Using the naive model compute MAD, MSE and MAPE. Take the forecasted sales 75 packets per week.

- 2 An ice cream parlor experienced the following demand for ice cream last six weeks. Determine the one step ahead forecast using first order exponential smoothing. Assume that the forecast for first week was 50 gallons and  $\alpha = 0.2$

Week	1	2	3	4	5	6
Demand(gallons)	50	65	80	95	100	115

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