



KERALA AGRICULTURAL UNIVERSITY

B.Tech. (Food Engg.) 2015 Admission

V Semester Final Examination-January-2018

Basc.3111.

Economics of food processing and Marketing (2+1)

Marks: 50

Time: 2 hours

(10x1=10)

I Fill in the blanks:

- 1 WTO was started in the year----- and it is located at-----
- 2 -----is the procedure to find the present value of future sum
- 3 The statement which gives the financial position of the business at particular point of time is-----
- 4 -----cost is the value of return sacrificed as foregone from next best alternative activity.
- 5 ----- is a market condition, where in the entire supply of commodity is concentrated in the hands of a single firm.

Define the following

- 6 Market Demand
- 7 Economies of Scale
- 8 Marginal Cost
- 9 Penetration Pricing
- 10 Oligopoly market

II Write Short notes on ANY FIVE of the following

(5x2=10)

- 1 Explain Break-even analysis along with the graph.
- 2 Mention the Characteristics of Perfect Competition.
- 3 Differentiate Marketed Surplus and Marketable Surplus
- 4 What is Time value of Money?
- 5 Mention the factors which influence the consumer buying behavior
- 6 Graphically represent Average Cost Curves.
- 7 Mention the tools of Farm Financial Analysis

III Answer ANY FIVE of the following

(5x4=20)

- 1 What is meant by Price Discrimination? Explain different types of Price Discrimination.
- 2 Explain Franchising along with suitable example.
- 3 Explain Un-Discounted measure of money.
- 4 Explain in Brief about Market Information System.
- 5 Define Market Research and explain the steps involved in Market Research.
- 6 What is Market Segmentation? Explain different types of segmentation.
- 7 Explain the different Phases of Project cycle.

IV Write an essay on ANY ONE of the following

(1x10=10)

- 1 Write in detail about investment analysis with reference to B:C ratio, NPW and IRR.
- 2 Write about WTO and its Agreement.
