



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.

\*\*\*\*\*