



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Engg.) 2014 Admission
VII Semester Final Examination-January-2018

Fdsc.4107

Food Industry Management (2+1)

Marks: 50
Time: 2 hours
(10x1=10)

I Fill in the blanks:

- 1 -----is a system which plans project both large and small by analysing the project activities.
- 2 -----involves decision planning to investment policies method of financing and divided decisions.
- 3 -----and-----are two types of capitals.
- 4 -----is also called as line layout.
- 5 Wage management plans are classified as -----and-----

State True or False

- 6 Organization establishes the pattern of relationship by giving duties and responsibility to an individual or groups
- 7 The disadvantage of fixed position layout is that it involves least movement of materials
- 8 MIS stands for Management Integrated system
- 9 Packaging is an important factor in the presentation of a product in the market
- 10 Moving the product or service to the final customer is the purpose of planning

II Write Short notes on ANY FIVE of the following

(5x2=10)

- 1 List the different applications of network technique.
- 2 What are all the factors affecting plant location?
- 3 Advantages of product layout.
- 4 Explain the concept of organization theory.
- 5 Classification of advertising.
- 6 Functions of MIS.
- 7 Objectives of product packaging.

III Answer ANY FIVE of the following

(5x4=20)

- 1 Explain the steps involved in scientific approach to the decision process.
- 2 Explain the importance of sound organization.
- 3 Describe the kinds of productivity measures.
- 4 Explain the theories of decision making.
- 5 Explain the signification of inspection in plant maintenance.
- 6 Objectives of good plant layout.
- 7 What is price mix? Explain its importance in product marketing.

IV Write an essay on ANY ONE of the following

(1x10=10)

- 1 Write an essay on advertising media. Explain its types, commonly used advertising media followed by steps involved in planning and preparation of advertisement.
- 2 Write an essay on distribution mix. Explain the channels of distribution.
