

KERALA AGRICULTURAL UNIVERSITY

B.Tech. Food Engg. 2014 Admission

Vth Semester Final Examination-January 2017

Cat. No: Basc. 3111

Marks: 50

Title: Economics of Food Processing & Marketing (2+1)

Time : 2 hours

I. Fill up the blanks:

(10 x 1=10)

1. AOA stand for -----
2. FMCG stands for -----
3. GATS denotes-----
4. ----- is an uncertain event or condition that, if it occurs, has a positive or negative effect on a project's objectives.
5. PERT means-----
6. ----- can be defined as a company or site offers to transact or facilitate the selling of products and service online.
7. ----- is a position of rest or state of balance between opposing forces so that no adjustments are required.
8. ----- denotes the reduction in the unit cost of production as the firm increases its capacity.
9. Net Present Value (NPA) and ----- are collectively known as discounted cash flow (DCF) techniques.
10. ----- means domestic purchases of goods and services produced abroad.

II. Write short notes on ANY FIVE:

(5x 2=10)

1. Supply.
2. Labour cost.
3. Sole Proprietor.
4. Break Even Point.
5. Variable cost.
6. Cash outflow.
7. Partnership.

III Write answers on ANY FIVE:

(5 x 4=20)

1. Discuss the marketing research process.
2. What are the requirements of a good marketing system?
3. Narrate the checklist for selecting the most appropriate channels.
4. Under demographic segmentation, how do you divide the market?
5. Describe the procedure for setting pricing policy.
6. State the concepts of Marketing Mix.
7. Narrate the steps involved in Project Preparation.

IV. Write essay on any ONE

(1 x 10=10)

1. Analyse the Rural Marketing Environment with special reference to India.
2. What influences Consumer Behaviour?