

# KERALA AGRICULTURAL UNIVERSITY

B.Sc (Food.Engg) 2013 Admission

V<sup>th</sup> Semester Final Examination-January -2016

Cat. No: Basc 3111

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

Marks: 50.00

Time: 2 hours

**I State whether the following are True or False**

**(10 x 1=10)**

1. Market is only a place where the exchange of commodities take place
2. Purchasing power is the demand plus willingness to purchase
3. When the coefficient of elasticity is zero, it is a case of perfect elasticity
4. Marketing environment is static and not flexible
5. The average fixed cost curve is 'U' shaped

**Fill in the blanks**

6. Consumer behavior is the study of the behavior of .....
7. Accounting period of business concerns in our country is from .....
8. When there are large competitors in the market, it is known as ..... market
9. Expansion of WTO is .....
10. A pricing strategy that charges customers different prices for the same product or service is known as .....

**II Answer any Five of the following**

**(5 x 2=10)**

1. Explain the term social marketing with examples?
2. What do you mean by psychological pricing?
3. What are the objectives of financial statements?
4. Write the objectives of sales promotion?
5. Give the uses of cash flow analysis?
6. What are the reasons for monopoly?
7. Explain the term symbiotic marketing?

**III Answer Any Five questions**

**(5 x 4=20)**

1. Consumer behavior studies are very important in marketing Comment
2. Distinguish between marketing and selling?
3. What is WTO? Explain its impact on marketing
4. What are the different types of vertical marketing channel managements?
5. What do you mean by ratio analysis and explain its importance in accounting?
6. Explain the features of modern marketing
7. What is personal selling? Explain the importance of personal selling?

**IV Answer Any One question**

**(1 x 10 = 10)**

1. Briefly explain the internal and external factors which affect marketing environment
2. Discuss the different kinds of pricing strategies with examples