

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Identify and explain the various types of operation management used in food industry.	K3	CO1
	(OR)		
11.b.	Experiment with different layout designs and develop a layout plan for food production facility.		
12.a.	Examine the significance of industrial management in the food processing industry.	K4	CO2
	(OR)		
12.b.	Survey the key elements of a successful international marketing strategy.		
13.a.	Explain break even analysis.	K3	CO3
	(OR)		
13.b.	Identify the importance of financial record keeping for small businesses.		
14.a.	Categorize overhead cost based on behavior and controllability.	K4	CO4
	(OR)		
14.b.	Examine job costing and state features of job costing.		
15.a.	Recommend marketing strategies for the startup of a food business.	K5	CO5
	(OR)		
15.b.	Explain how market clearing price is determined.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain how transportation costs and infrastructure affect the location of food processing plants.	K4	CO1
17	Discuss the regulatory framework governing food exports in India, including the role of FSSAI, APEDA, and Ministry of Commerce and Industry.	K4	CO2
18	Classify the types of budgeting.	K4	CO3
19	Enumerate various purchasing methods.	K5	CO4
20	Recommend a comprehensive marketing budget plan for a new product launch, including objectives, market research and budget allocation.	K5	CO5

Z-Z-Z END