

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION MAY 2025
(Third Semester):
Branch – FOOD TECHNOLOGY MANAGEMENT
FOOD INDUSTRY MANAGEMENT & MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	Which regulation governs the use of food additives in India? a) FSSAI b) FDA c) EU Food Additives Regulation d) Codex Alimentarius	K1	CO1
2	Which function of operations management involves creating and modifying products and services? a) Production planning b) Quality control c) Supply chain management d) Product design	K2	CO1
3	Which of the following products has seen significant growth in exports from India? a) Basmati rice b) Spices c) Tea d) Sea foods	K1	CO2
4	Which of the following is a popular method of promoting food products in India? a) Television advertising b) Social media marketing c) In-store promotions d) Sponsorship of events	K2	CO2
5	What type of record is required to demonstrate compliance with HACCP principles? a) Hazard analysis record b) Critical control point record c) Monitoring record d) Verification record	K1	CO3
6	What type of cost is directly related to food production? a) Fixed Cost b) Variable Cost c) Semi-Variable Cost d) Opportunity Cost	K2	CO3
7	What is the primary objective of job costing in the food industry? a) To determine production costs b) To allocate overhead costs c) To track labor hours d) To calculate profit margins	K1	CO4
8	Which of the following is a direct cost in food product costing? a) Packaging materials b) Labor wages c) Factory rent d) Marketing expenses	K2	CO4
9	Which factor drives commercialization in the food industry? a) Consumer demand b) Market trends c) Technological advancements d) Competition	K1	CO5
10	Which factor drives commercialization in the food industry? a) Consumer demand b) Market trends c) Technological advancements d) Competition	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Explain the significance of Good Manufacturing Practices (GMPs) in food processing.	K2	CO1
	(OR)		
11.b.	Discuss the types of Inventory management.		
12.a.	Explain the role of digital marketing in international business.	K3	CO2
	(OR)		
12.b.	What are the major challenges faced by the Indian food processing industry?		
13.a.	Discuss the importance of cash flow forecasting in business.	K3	CO3
	(OR)		
13.b.	Explain the role of break-even analysis in market budgeting for the food industry.		
14.a.	Explain types of cost in management.	K2	CO4
	(OR)		
14.b.	Discuss labour cost control.		
15.a.	Identify and describe the four main market segmentation in detail.	K5	CO5
	(OR)		
15.b.	Differentiate publicity and advertising.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain the importance of strategic planning in the food industry, highlighting its role in ensuring food safety and quality.	K3	CO1
17	Explain the concept of licensing in the food industry, including its benefits and drawbacks. Discuss the key considerations for a food manufacturer when licensing a product.	K3	CO2
18	Explain the importance of budgeting in marketing planning. Discuss the various methods of allocating marketing budgets and provide examples.	K3	CO3
19	Explain the importance of material accounting in the food processing industry and outline the key steps involved in conducting a material accounting analysis.	K4	CO4
20	Study the advertising campaign of a popular food brand. Analyze the target audience, messaging, and media channels used.	K5	CO5