

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION DECEMBER 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)

Module No.	Question No.	Question	K Level	CO
1	1	A common technique in operations research is a) SWOT analysis b) Linear programming c) Brainstorming d) Market surveys	K1	CO1
	2	Regulatory requirements in food industry are essential to a) Protect consumers' health and ensure quality b) Reduce employee turnover c) Increase marketing strategies d) Minimize taxation	K2	CO1
2	3	Which world trade agreement deals with agriculture? a) TRIPS b) AoA (Agreement on Agriculture) c) GATS d) NAFTA	K1	CO2
	4	Indirect export is done through a) Agents, export houses, intermediaries b) Farmers directly selling abroad c) Government only d) Local distributors	K2	CO2
3	5	In agribusiness, data collection and recording is important for a) Decision-making and performance evaluation b) Marketing only c) Advertising d) Reducing taxation	K1	CO3
	6	Equity in food business finance means: a) The ownership value after liabilities are deducted from assets b) Employee rights c) Tax exemption d) Cash reserves	K2	CO3
4	7	Microeconomics in food business studies helps in a) Individual consumer and firm behavior b) National income c) Inflation trends d) GDP growth	K1	CO4
	8	Overhead costing refers to: a) Direct labor costs only b) Indirect expenses c) Raw material purchase only d) Taxes alone	K2	CO4
5	9	Sales promotion mainly focuses on: a) Short-term incentives to boost sales b) Long-term financial planning c) Raw material procurement d) Tax management	K1	CO5

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5	10	Demand and supply analysis helps in: a) Price determination b) Advertisement planning c) Employee hiring d) Tax payment	K2	CO5
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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	List the functions of operations management and briefly explain each.	K1	CO1
		(OR)		
	11.b.	Write short notes on regulatory requirements in food industries.		
2	12.a.	Show the difference between direct and indirect export methods with examples.	K3	CO2
		(OR)		
	12.b.	Determine the factors influencing pricing strategies in international food marketing.		
3	13.a.	Explain the role of cash flow management in ensuring stability of food enterprises.	K4	CO3
		(OR)		
	13.b.	Provide a brief note on taxation management in food business.		
4	14.a.	Compare the job costing and process costing with suitable food industry examples.	K5	CO4
		(OR)		
	14.b.	Examine the role of retail systems and management in food and commodity sales.		
5	15.a.	Summarize the process of segmentation, targeting, and positioning.	K6	CO5
		(OR)		
	15.b.	Specify the media selection strategies for advertising food products.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Asses the various types of operations with examples from the food industry.	K5	CO1
2	17	Outline the current export trends and future prospects of food products in India.	K4	CO2
3	18	Figure out the process of data collection and financial record keeping in agribusiness.	K4	CO3
4	19	Categorize the types of cost management in food industry.	K6	CO4
5	20	“E-marketing and e-processing have transformed food business networks.” Justify this statement with examples.	K5	CO5