

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

**MSc DEGREE EXAMINATION MAY 2026
(Second 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	Inventory management helps to _____. (a) Increase wastage (b) Maintain stock balance (c) Reduce marketing (d) Avoid taxation	K1	CO1
	2	Food operation management deals with _____. (a) Packaging design only (b) Production planning and control (c) Advertisement only (d) Nutrition labeling	K2	CO1
2	3	Material management aims at _____. (a) Employee training (b) Efficient procurement and storage (c) Advertising (d) Public relations	K1	CO2
	4	Product certification ensures _____. (a) Market segmentation (b) Legal compliance (c) Digital promotion (d) Pricing strategy	K2	CO2
3	5	Business equity refers to _____. (a) Profit only (b) Owner's claim on assets (c) Cost of marketing (d) Sales forecast	K1	CO3
	6	Budgeting for change helps in _____. (a) Cost reduction planning (b) Ignoring inflation (c) Random spending (d) Avoiding records	K2	CO3
4	7	Job costing is suitable for _____. (a) Mass production (b) Customized products (c) Retail chains (d) Export regulation	K1	CO4
	8	Retail management involves _____. (a) Only production (b) Final consumer sales (c) Industrial costing (d) Taxation planning	K2	CO4
5	9	Demand forecasting helps in _____. (a) Random pricing (b) Planning production (c) Avoiding marketing (d) Eliminating sales	K1	CO5
	10	Personal selling is a form of _____. (a) Mass communication (b) Direct promotion (c) Cost accounting (d) Inventory control	K2	CO5

Cont...

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

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Summarize the principles and techniques of operations management in food industries.	K2	CO1
		(OR)		
	11.b.	Outline the regulatory requirements necessary for establishing a food processing unit.		
2	12.a.	Examine quality management and certification systems in food processing sectors.	K4	CO2
		(OR)		
	12.b.	Analyze the export trends and prospects of Indian food products.		
3	13.a.	Identify the financial analysis and taxation management practices in food business.	K3	CO3
		(OR)		
	13.b.	Explain the following governance schemes: PMKSY, AIF and ACABC and their scope.		
4	14.a.	Appraise industrial cost accounting and overhead costing procedures.	K5	CO4
		(OR)		
	14.b.	Evaluate labor cost management and budgetary control systems.		
5	15.a.	Explain integrated marketing communication and market networking strategies.	K5	CO5
		(OR)		
	15.b.	Interpret the advertising objectives, budgeting and media selection in food marketing.		

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

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine operation management challenges in modern food industries.	K4	CO1
2	17	Analyze export regulation and licensing procedures in food trade.	K4	CO2
3	18	Evaluate financial planning and agribusiness management strategies.	K5	CO3
4	19	Critically assess cost management systems and price fixation strategies.	K5	CO4
5	20	Identify the digital marketing strategies and consumer behavior trends in food business.	K3	CO5

Z-Z-Z

END