

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

B.Voc DEGREE EXAMINATION MAY 2017
(Sixth Semester)

Branch - FOOD PROCESSING TECHNOLOGY

FOOD BUSINESS MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 What is food business?
- 2 Mention the scope of food business in India.
- 3 Define sole proprietorship.
- 4 Define cooperative society.
- 5 What is marketing management?
- 6 Write the importance of marketing.
- 7 Define situation analysis.
- 8 What is feasibility analysis?
- 9 Define investment analysis.
- 10 Define supply chain management.

SECTION - B (25 Marks!)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Bring out the food business status in developed and developing nations.
OR
b Write the special features of food business.
- 12 a Bring out the merits and demerits of partnership.
OR
b Write the types of cooperative societies.
- 13 a Write briefly about direct marketing.
OR
b Give an account on WTO.
- 14 a Explain double entry book keeping system.
OR
b Explain business strategy.
- 15 a Discuss the supply chain management in food industries.
OR
b Write on estimation of market potential.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain the government promotional programmes in food business.
- 17 Elaborate on pricing strategies.
- 18 Give a detailed note on market measurement and forecasting.
- 19 Explain the various accounting concepts.
- 20 , How SWOC analysis is carried out in agro based industries?