

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

B.Voc DEGREE EXAMINATION MAY 2018
(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

(10x2 = 20)

- 1 What is food business?
- 2 Mention the scope of food business in India.
- 3 Define entrepreneurship.
- 4 What do you mean by micro enterprises?
- 5 List out the importance of marketing.
- 6 Define market forecast.
- 7 Define business strategy.
- 8 What is market requirements document?
- 9 Define investment analysis.
- 10 What is supply chain management?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Write the special features of food business.
OR
b Discuss government promotional programmes in food business.
- 12 a Explain short run and long run costs.
OR
b Give an account on Farmers producer company.
- 13 a Explain about marketing management.
OR
b Write briefly about digital marketing.
- 14 a Discuss double entry' system of accounting.
OR
b Write short notes on data analysis.
- 15 a Explain breakeven analysis.
OR
b Give an account on market potential.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Explain food business status in developed and developing nations.
- 17 Discuss the forms of business organizations.
- 18 Elaborate on consumer market and buying behaviour.
- 19 Explain feasibility study of a project.
- 20 Elaborate SWOC analysis of agro based industries.