6th Sem, 2024

Department of Food Technology
School of Interdisciplinary Sciences and Technology
Jamia Hamdard, New Delhi-110062
END SEMESTER EXAMINATION-May 2024
(B.Tech Food Technology-Semester VI)
Paper Title: Food Business Management; Paper Code: BFTG-610

Roll No..... ....

Time allotted: 3Hrs Max Marks: 75

Note: Section A is compulsory. Attempt any five questions from Section B. Attempt any two questions from Section C.

Section-A (15 marks: Attempt all)

Q1. Classify the following as fixed or variable costs: (4M)

Building Rent	Machinery Depreciation
Cost of LPG (fuel)	Expenses incurred over advertising
Utility (Water and electricity)	Packaging materials
Salary for technical staff	Freight and shipping charge

Q2. A company has fixed expenses of Rs 90,000 with sales at Rs 3,00,000 and a profit of Rs 60,000. Calculate the profit volume ratio. (2M)

Q3. Multiple Choice Questions: (2M)

A. Which is not an internal factor affecting entrepreneurship?
i. Personal Goals ii. Risk-taking ability
iii. Government policies (iv) Leadership skills.

B. Entrepreneurs are classified into various types. Which type refers to an individual who owns and operates the business, and is exclusively responsible for all profits and losses.
i. Sole Proprietorship ii. Limited Liability Partnership
iii. Co-operative iv. Subsidiary company

Q4. What is the difference between marketing & selling? (2M)

Q5. Define the following: SCAMPER, Brainwriting (2M)

Q6. What is difference between product line & product mix? (2M)

Q7. State modern concept of marketing. (1M)

Section-B (5*6=30 marks)
(Any five)

Q1. Elaborate the different stages of product life cycle.

Q2. Explain the macro & micro environment factors in detail.

Q3. Advertisement Budget is a spendthrift or a necessity. Explain. Also discuss its process of preparation.

Q4. Selling price= Rs 150 per unit; Variable cost= Rs 90 per unit; Fixed cost= Rs 6,00,000. What is the breakeven point (in units and Rs)? Further, what will be the selling price per unit if breakeven point is 12000 units?

Q5. Enlist methods for price determination of a product. State the Law of Returns to scale.

Q6. Calculate TP and AP from the given data:

Variable Factor	**1**	**2**	**3**	**4**	**5**	**6**	7
MP (in units)	**20**	**16**	**12**	**8**	**4**	**0**	-8

Section- C (2*15=30 marks)

(Any two)

Q1. What is marketing mix? Explain the 7Ps of marketing mix by discussing the case study of any food company. Also state the role of advertisement in marketing mix.

Q2. New Product development is important for any company to survive in the global market. Discuss in detail the different stages of the process.

Q3. Define Media Planning. Discuss the different steps involved and the major vehicle evaluation criterion for it.

Q4. A snack manufacturer (ABC Foods Pvt. Ltd.) has introduced a new range of organic potato flakes in the market. Cost-plus pricing is the strategy used by the firm to determine the price of these flakes. A total of Rs 2,00,000 in fixed expenses (rent, depreciation on machinery, etc.) and Rs 3,00,000 in variable costs (raw ingredients, direct labour, etc.) go into making 1,000 packets of potato flakes. In order to calculate the selling price, ABC Foods chooses to apply a 20% markup to the entire cost. Six months post launch, the product experiences a great sale boost. However, ABC Foods chooses to keep their pricing strategy the same in spite of the increase in demand.

Is ABC Foods using its cost-plus pricing strategy to its full potential in light of the ongoing market conditions? Present your view.

CO-PO Mapping:

Section A		**Section B**		**Section C**	
Q1	CO2, CO4, PO5	Q1	CO1; PO5, PO7	Q1	CO1, PO2, PO3
Q2		Q2	CO1; PO2, PO5	Q2	CO1; PO3, PO4
Q3		Q3	CO4; PO2, PO3	Q3	CO2, PO2, PO3, PO4
Q4	CO2; PO1, PO2	Q4	CO2, PO2, PO3	Q4 -	CO2, CO4, PO6-
Q5	CO4, PO1, PO5	Q5	CO4, PO1	-	-
Q6	CO2; PO1, PO2	Q6	CO2, CO4, PO6	-	-
Q7	CO2; PO1, PO3				

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