

**Daffodil International University**

Department of Nutrition and Food Engineering

Faculty of Health and Life Sciences

B.Sc. in Nutrition and Food Engineering

Final Examination-Spring 2025

**Course Code:** 0413-2105

**Level and Term:** 2-1

**Time:** 2 hours

**Course Title:** Management and Marketing in Food Business

**Section:** 241 All

**Course Teacher Initials:** IJR, MSH, MSZ

**Total Marks:** 40

**Splitting any answer is strictly prohibited**

**Marks**

1. a) List the characteristics of logistics management in food industries. [CLO3,PLO11,C1] 2  
 b) Food markets vary by location, culture, and economy, but some features are common across them. Identify the different characteristics of food markets. [CLO3,PLO11,C3] 3  
 c) Build the idea of PEST analysis by identifying its factors that influence operation management. [CLO3,PLO11,C3] 3
2. a) Assume the steps in setting price of a product. [CLO3,PLO11,C2] 2  
 b) Identify the idea of markup pricing with example. [CLO3,PLO11,C3] 2  
 c) Outline the key characteristics that differentiate optional product pricing, captive product pricing, and by-product pricing as components of product mix pricing strategies. [CLO3,PLO11,C2] 4
3. a) Distinguish the different types of capitals with their characteristics. [CLO3,PLO11,C4] 5  
 b) A bakery company purchases a commercial bread oven for \$50,000, expecting to use it for 10 years with an estimated salvage value of \$5,000. Using the straight-line depreciation method, Calculate the annual depreciation expense. [CLO3,PLO11,C4] 3
4. a) What are the steps of new product development process? [CLO4,PLO11,C1] 2  
 b) Define the steps of generating and screening ideas in the initial phase of the new product development process. [CLO4,PLO11,C1] 3  
 c) Describe market research and explain its role in the market. [CLO4,PLO11,C1] 3
5. a) Write down the basic needs of material management. [CLO4,PLO11,C4] 2  
 b) State the qualities of a HR manager. [CLO4,PLO11,C3] 2  
 c) Explain various types of activities involved in Human Resource Management (HRM) and their role in organizational success. [CLO4,PLO11,C2] 4