

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

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| 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 |