Daffodil International University

Department of Nutrition and Food Engineering
Faculty of Health and Life Sciences
B.Sc. in Nutrition and Food Engineering
Midterm Examination Summer 2026

Course Code: 0413-2105
Course Title: Management and Marketing in Food
Level and Term: L-2, T-1
Section: 252 All
Course Teacher Initials: SH, TA, MHB, MFH
Time: 1 hour 30 minutes
Total Marks: 25

Maintaining the order of the question is highly appreciated.

			Marks
1 (a)	Why do food businesses need effective management and marketing?	[CLO1,PLO11,C2]	2
(b)	A frozen food manufacturer continues producing low-cost frozen snacks despite increasing consumer demand for healthier, ready-to-eat meals with natural ingredients. As a result, the company is losing market share to competitors. Identify the business approach responsible for this situation and suggest actions the company can take to better meet customer needs.	[CLO1,PLO11,C3]	3
2 (a)	Briefly explain why effective management and marketing are necessary for success in a food business	[CLO1,PLO11,C4]	3
(b)	A yogurt company introduces a new product claiming "high protein, no added sugar, and affordable price." Within a month, sales increase significantly among health-conscious consumers. Apply the concept of value proposition to explain why consumers preferred this product over competing brands.	[CLO1,PLO11,C3]	2
(a)	Imagine you are the CEO of a company launching a new product. How can conducting a market survey help you in making strategic decisions?	[CLO2,PLO11,C3]	2
(b)	Analyze how you would apply the STP model to launch and establish an organic food product in the market.	[CLO2,PLO11,C4]	2
(c)	Define market saturation.	[CLO2,PLO11,C1]	1
4 (a)	Explain why the traditional 4Ps of marketing have been expanded into the 7Ps of marketing mix.	[CLO2,PLO11,C2]	3
(b)	Recall the types of market surveys with suitable examples.	[CLO2,PLO11,C1]	2
5 (a)	In 2025, Country A established a factory in Country B that produced goods worth $1000 million. Of this amount, $600 million was paid as wages to workers in Country B, and $200 million was sent to Country A as profit. Calculate the amount that will be added to the GDP of Country B and the GNP of Country A in 2025.	[CLO2,PLO11,C3]	3
(b)	What does SWOT stand for in business analysis? Briefly explain.	[CLO2,PLO11,C1]	2