ourdiu.com | Shared by Md. Mehedi Hasan

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 **Course Title:** Management and Marketing in Food Business
Level and Term: 2-1 **Section:** 241 All **Course Teacher Initials:** IJR, MSH,MSZ
Time: 2 hours **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