

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Agri. Business Management

Semester : IV(New)	Term : Second	Academic Year : 2023-24
Course No. : BM 244	Title : Food Business Management	
Credits : 2 (2+0)		
Day & Date : Monday, 22.04.2024	Time : 9:00 to 12:00 hrs.	Total Marks : 80

- Note :
1. Solve ANY EIGHT questions from SECTION 'A'.
  2. All questions from SECTION 'B' are compulsory.
  3. All questions carry equal marks.
  4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 Explain labeling requirements set by the Food Safety and Standards (Packaging and Labeling) Regulation, 2011.
- Q.2 Explain in detail about Food Safety and Standards related to ISO and Codex.
- Q.3 Explain 4 'P's of food marketing with relevant example demonstrating their application in food marketing.
- Q.4 Explain different types of food grain structure.
- Q.5 Describe in detail types of packing materials and packing methods used in the food industry.
- Q.6 Explain in detail various food preservation methods.
- Q.7 Write short notes on (Any Two):  
a) Food retail formats    b) Types and classification of food    c) Food traceability
- Q.8 Discuss how food waste is managed in the food industry.
- Q.9 Enlist institutions involved in food industry and explain in detail any four with their roles and contributions.
- Q.10 Explain entrepreneurship opportunities in food business and discuss Intellectual Property Rights (IPR) in the food industry, highlighting the importance of protecting innovations and creations in food sector.

SECTION 'B'

- Q.11 Define the following terms:
- 1) Logistic management
  - 2) Packaging
  - 3) Retailing
  - 4) Quality management
  - 5) Entrepreneurship
  - 6) Export
  - 7) Food Business
  - 8) Food traceability
- Q.12 Spell-out the following abbreviations:
- 1) DARE
  - 2) MPEDA
  - 3) CAU
  - 4) CFTRI
  - 5) MoFPI
  - 6) ICAR
  - 7) IIFPT
  - 8) NIFTEM

