

**ASSIGNMENT SET - I**  
**Department of Nutrition**  
**Mugberia Gangadhar Mahavidyalaya**



**Subject- B.Voc. in Food Processing**

**Semester-V**

**Paper Code: BVFPS601T**

**[FOOD BUSINESS MANAGEMENT]**

**Answer all the questions:**

**Unit-1**

1. What is business management, and what are the key theories and principles that guide the field?
2. How does food industry management differ from management in other industries, and what are the unique challenges and considerations specific to the food sector?
3. What are the key functions of management, such as planning, organizing, leading, and controlling, and how do they apply to the food industry?
4. What is marketing management, and how is it applied in the context of the food industry?

5. What are the specific marketing strategies and techniques used in the food industry to promote products, attract customers, and create brand value?
6. How does human resource development play a crucial role in the food industry, and what are the key aspects of managing and developing human resources in this sector?
7. What is personnel management, and how does it differ from human resource management in the food industry?
8. What are the different sectors within the food industry, such as agriculture, processing, distribution, and retail, and what are the key characteristics and challenges of each sector?

### **Unit-2**

1. What is performance management, and how is it implemented to evaluate and improve employee performance?
2. What are the key considerations for employee relations, including communication, conflict resolution, and fostering a positive work environment?
3. How do HR policies and practices ensure compliance with legal and ethical standards, such as labor laws, equal opportunity employment, and diversity and inclusion initiatives?
4. What is the role of HR in employee compensation and benefits, including salary structures, incentives, and employee welfare programs?

5. How does HR management contribute to organizational culture, employee engagement, and retention?
6. What are the emerging trends and challenges in HR management, such as remote work arrangements, flexible work policies, and work-life balance initiatives?
7. How can HR data and analytics be used to make informed decisions and improve HR strategies and processes?

### **Unit -3**

1. How do researchers and market analysts use consumer surveys to gather data and insights for market research in the food industry?
2. What are some reputable journals and publications that focus on consumer behavior and market research in the food industry?
3. How can internet-based data search and analysis be used to gather information and insights about consumer behavior towards food consumption?
4. What are the key metrics and indicators used to measure consumer behavior, such as purchase behavior, brand loyalty, and consumer satisfaction?
5. How does consumer behavior vary across different demographic groups, such as age, gender, income, and geographic location?
6. What are the ethical considerations and privacy concerns when conducting consumer research and analyzing consumer behavior data?

7. How can businesses and marketers leverage consumer behavior insights to develop effective marketing strategies and product offerings?

#### **Unit-4**

1. What are the basics of international trade and its significance for the global economy?
2. Explain the classical theory of international trade and the concept of absolute advantage.
3. Discuss the theory of comparative advantage and its relevance in modern international trade.
4. What are the key principles and benefits of free trade, and how does it promote economic growth?
5. What are the different methods of protectionism used in international trade, such as quotas, bounties, exchange controls, and devaluation?
6. How do commercial treaties and agreements impact international trade, and what role do they play in establishing favorable terms of trade?
7. What is the balance of payments and how does it relate to international trade?
8. Discuss the Exim policy and its significance for promoting exports and managing imports in India.

**Unit-5**

1. Explain the process of registration and documentation required for export-import activities in the food sector. What are the important legal and regulatory aspects to be considered?
2. Discuss the logistics involved in export-import operations, including transportation, warehousing, customs clearance, and distribution. What are the key factors for effective export-import logistics management?
3. Provide case studies or examples showcasing successful export-import operations in the food sector, highlighting the strategies and challenges faced by the companies involved.
4. What are the export and import policies specific to the horticultural sector? Discuss the government initiatives and schemes aimed at promoting horticultural exports and managing imports.
5. How do export and import policies impact the horticultural sector in terms of market access, trade barriers, tariffs, and quality standards?
6. Analyze the opportunities and challenges for the horticultural sector in international markets. How can exporters leverage export promotion programs and market intelligence to enhance their competitiveness?

**END**