

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: IMSc  
BRANCH: FOOD TECHNOLOGY**

**SEMESTER : VI  
SESSION : SP/2024**

**SUBJECT: FT311 FOOD BUSINESS MANAGEMENT**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Enumerate the functions of the managers.	[5] 1	2
Q.1(b)	Evaluate the nature of management.	[5] 1	2
Q.2(a)	Evaluate the objectives of performance appraisal.	[5] 2	2
Q.2(b)	Evaluate the role of training and development.	[5] 2	2
Q.3(a)	Describe different concepts of marketing.	[5] 3	2
Q.3(b)	Explain evolving views of marketing roles with examples.	[5] 3	2
Q.4(a)	Explain any five accounting concepts.	[5] 4	2
Q.4(b)	Explain different types of ledgers.	[5] 4	2
Q.5(a)	Point out the uses of ratio analysis	[5] 5	4
Q.5(b)	Explain various types of liquidity ratios.	[5] 5	2

:::25/04/2024:::M