

This question paper has two (02) pages containing seven (07) questions

AGRICULTURAL & FOOD ENGINEERING DEPARTMENT  
INDIAN INSTITUTE OF TECHNOLOGY, KHARAGPUR

End Spring Semester Examination, 2013 (Session: 2012-2013)

Date of Examination : 23<sup>rd</sup> April, 2013 (Tuesday) / A.N.

Full Marks: 50

Course : [UG (28) + PG (15)] of AgFE Dept.

Number of students: 43

Subject No. and Name: **AG60080 Marketing of Food & Agricultural Products**

Time: three(03) hrs.

INSTRUCTION : ANSWER ALL QUESTIONS

#Q.1] Present a schematic showing, in general, flow of food from sources to destinations.

[marks: 4]

#Q.2] *Case:*

Farmer F01 is angry and fed up. He has just delivered his entire produce of vegetables (potatoes and tomatoes) to the local trader and learns that the price he receives does not cover his cost of production. Farmer02 says, "I am just back from the vegetable market; prices of vegetables have gone up." "There is something wrong here," they conclude. Next day few more farmers join in to discuss their ordeal. "It's the middlemen" says one, "They buy low, sell high and pocket our profit. What can we do about it?" Farmer F01 recommends, "We need to eliminate those greedy middlemen by operating our own marketing facilities and selling direct to consumers. That way we will get 100 percent of the consumer rupee." Farmer02 cautions, "That will cost lot of money, isn't it? Are we sure we want to get into food processing, wholesaling, and retailing business? That is not our business. It sounds risky and complicated."

*Questions:*

(i) What should be your advice to the farmers on their plan for getting into the food marketing business?

(ii) What are the pros and cons of the proposal to eliminate the middlemen?

[marks: 4 + 4 = 8]

#Q.3] *Case:*

Five years back, upon obtaining her degree in food technology, Ms Swarna joined the family business that has been producing and retailing traditional un-branded milk products (sweetmeats). Their retail outlet is located in north Kolkata. Upon Ms Swarna's initiative, most of the unit operations in sweetmeat production plant have now been mechanized; savings from the business was invested in establishing a dairy that now supplies fresh milk everyday to the sweetmeat production plant. Ms Swarna, once in a while, arranges plant-visit by some of the customers randomly chosen – who appreciates the freshness of input fluid milk, and plant hygiene; thus the business has been able to build a reputation – in terms of shelf-life, taste, freshness, and safety of the products – in and around north Kolkata through word-of-mouth.

Meanwhile Ms. Swarna has developed a functional-food based on soybean milk curdled with probiotic bacteria. She has sensed that: (i) there exists potential market for functional food; (ii) she aspires that their business becomes forerunner in the production and marketing of functional-food in and around Kolkata to begin with. She approaches you, a marketing expert, to develop a marketing strategy for the newly developed functional-food.

*Your task:*

(i) Identify the market segment – in terms of appropriate segmentation variables – that she should target.

(ii) Develop a marketing mix (four Ps).

(iii) Recommend positioning strategy

(iv) Assess the prospect of patenting the functional-food developed by Ms Swarna.

[marks: 3 + 6 + 4 + 3 = 16]

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#Q.4] Consider the proposition: “Over-liberal proliferation of patents in western countries harms the public.”

*Illustrate:* in how many ways does over-liberal proliferation of patents harm public?

[marks: 4]

#Q.5] Given below is an example of a *brand* and corresponding *product-form*:

<i>Name of the brand</i>	<i>Product-form</i>
Coca Cola	Sweetened carbonated beverage / drink (non-alcoholic)

Identify the *product-form* each of these *brands* belongs to:

(i) Kellogg’s Corn Flakes, (ii) Complian, (iii) Quaker, (iv) Horlicks, (v) Amul Mithai Mate, (vi) Tropicana–Pineapple, (vii) Protinex

[marks: 1 x 7 = 7]

#Q.6] Ogilvy Action tied up with over 100 *dhaba* owners in the vicinity of *Maha Kumbh Mela* (the largest congregation of human beings on the planet) and handed out more than 2.5 million *chapattis* stamped with the Lifebuoy message, in Hindi.

- (i) What was the message stamped on those *chapattis*?
- (ii) Briefly describe the technical device used for stamping the message on *chapattis*.
- (iii) Why was this method of communication chosen?

[marks: 2 + 3 + 2 = 7]

#Q.7] Give reasons for your support to one of the two contending positions:

*“Brands cannot be expected to last forever”*

Versus

*“There is no reason for a brand to ever become obsolete”*

[marks: 4]

~~~~~ *Good luck* ~~~~~