



(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

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2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR
OF SCIENCE IN SUGAR AND AGROPROCESSING TECHNOLOGY AND BACHELOR OF
SCIENCE IN FOOD SCIENCE AND TECHNOLOGY

COURSE CODE: AFM 401

COURSE TITLE: FOOD INDUSTRY MANAGEMENT

DATE: 14th Dec, 2023

TIME: 3 – 4 PM

INSTRUCTIONS TO CANDIDATES

Answer ALL Questions

MMUST observes ZERO tolerance to Examination Cheating

SECTION A (30 MARKS)

Q1.

- a) What is controlling in management? (2 Marks)
b) State THREE elements of controlling (3 Marks)

Q2. State;

- i) the law of Demand (2marks)
ii) the law Supply (2marks)

Q3. List and explain the FOUR Ps of marketing (8 marks)

Q4.

- a) List any FOUR sources of a new product idea (4 marks)
b) Mention any FOUR signs that indicates that the business idea is good (4 Marks)

Q5. a) List TWO types of buying markets (2 Marks)

b) State THREE types of selling markets (3 marks)

SECTION B (40 MARKS)

Answer any TWO questions in this section.

Q6

i) Why is quality control as used in food processing? (2 Marks)

ii) Discuss briefly the following security programs used in food processing industries. (8Marks)

(a) Good Manufacturing Practices (GMP)

(b) Hazard Analysis and Critical Control Points (HACCP)

iii) State and discuss FOUR quality management systems used in food industry. (10Marks)

a) Total Quality Control (TQC)

- b) ISO 9000 series
- c) ISO 22000 series

Q7. Discuss the following types of industrial production methods giving FIVE characteristics of each method

i.) Mass production **(10 Marks)**

ii.) Batch production **(10 Marks)**

Q8.

a) List and explain FIVE functions of management in food industry **(10 Marks)**

b) Discuss FIVE importance of management in food industry to the economy

(10 Marks)