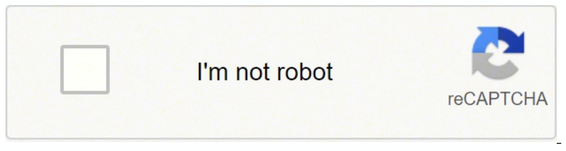

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LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – **COMMERCE**

SIXTH SEMESTER – **JUNE 2015**

CO 6612 - RETAIL MARKETING

Date : 03/07/2015 Dept. No. Max. : 100 Marks

Time : 10:00-01:00

PART – A

Answer ALL the Questions: **(10x2=20)**

1. What do you understand by Retail Management?
2. Mention any Four examples of Retailers.
3. What is 'vehicle routing'?
4. Write notes on conflict theory of Retail Management.
5. State the meaning of Franchising.
6. What is Retail strategy?
7. What is merchandising?
8. List out the different classification of customer segments.
9. How does CRM Benefit the retailer?
10. Write a note on Brand positioning.

PART – B

Answer any FOUR questions: **(4x10=40)**

11. Elaborate the functions performed by a Retailer.
12. Enumerate the evolution of retail in India.
13. Explain the following terms:
    1. Cash and Carry
    2. Automated vending / kiosks
14. "The CRM initiatives in Indian retailing are designed to help retailers meet the several business objectives. Comment
15. Explain the functions of Merchandising in retail trade.
16. Discuss the advantages and disadvantages of Franchising.
17. Explain the types and characteristics of Retail locations.

PART – C

Answer any TWO questions: **(2x20=40)**

18. Discuss the various classification of retail formats in India.
19. Elaborate the various steps involved in choosing a retail location in India.
20. Describe the concept of retail life cycle and discuss its applicability in the Indian context.
21. Describe the role of the Brand management in Retail Business.

$$$$$$$$

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – **FOOD CHEMISTRY AND FOOD PROCESSING**

FIRST SEMESTER – NOVEMBER 2016

FP 1809 - FOOD MICROBIOLOGY

Date: 09-11-2016 Dept. No. Max. : 100 Marks

Time: 01:00-04:00

Part A

Answer ALL the questions. **10 x 2 =20 marks**

1. Give the difference between thermophilic and psychrotropic bacteria.
2. What is BOD?
3. List any four organisms that cause spoilage in fruits and vegetables.
4. What is food bio deterioration? Give two examples of highly perishable foods.
5. Define mycotoxins and mycotoxicosis.
6. Define food borne outbreak and incubation period.
7. List the benefits of fermented food.
8. Define starter cultures.
9. Name the starter culture employed in the following food fermentation
   i) Alkaline fermentation ii) Sauerkraut iii) Bread iv) Ascorbic acid.
10. What are bio gums?

Part B

Answer ANY EIGHT questions. **8 x 5= 40 marks**

11. Explain the bacterial growth process.
12. Describe the oxygen and light requirements for growth of microorganisms.
13. Elaborate on binomial nomenclature of microorganisms.
14. Write short notes on specific spoilage organisms.
15. Discuss microbial spoilage of milk.
16. Differentiate between foodborne infection and food intoxication.
17. Discuss the role of viruses in food borne infections.
18. i.How are starter cultures classified?
    ii.Discuss the role of starter culture in lactic acid formation.
19. Briefly discuss yeast as biological leavening agents.
20. How do LAB bacteria help in yoghurt preparation?
21. Discuss mushroom cultivation.
22. Describe the microbiology of beer fermentation.

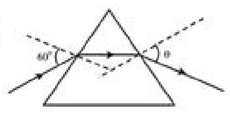
Part C

Answer ANY FOUR questions. **4 x 10 = 40 marks**

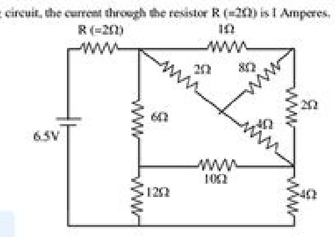
23. Elaborate on five major sources of microbial contamination in foods.
24. Discuss water activity, acidity and nutrients as important factors for microbial growth.
25. What are the types of spoilage reactions that occur in food?
26. Describe the characteristics of five common food borne diseases of bacterial origin.
27. i.Elaborate on fermentation biochemistry. **(8 marks)**
    ii.Differentiate between natural and controlled fermentation. **(2 marks)**
28. Give a detailed account on the microbiology of vinegar production.

****

7. A monochromatic beam of light is incident at 60^0 on one face of an equilateral prism of refractive index n and emerges from the opposite face making an angle θ(n) with the normal (see the figure). For $n = \sqrt{3}$ the value of θ is 60^0 and $\frac{d\theta}{dn} = m$. The value of m is



8. In the following circuit, the current through the resistor R (=2Ω) is 1 Amperes. The value of I is



Section 2 (Maximum Marks: 32)

- This section contains **EIGHT** questions.
- Each question has **FOUR** options (A), (B), (C) and (D). **ONE OR MORE THAN ONE** of these four option(s) is(are) correct.
- For each question, darken the bubble(s) corresponding to all the correct option(s) in the ORS.
- Marking scheme:

+4 If only the bubble(s) corresponding to all the correct option(s) is(are) darkened.
0 If none of the bubbles is darkened
–2 In all other cases

9. A fission reaction is given by $^{236}_{92}U \rightarrow ^{140}_{54}Xe + ^{94}_{38}Sr + x + y$, where x and y are two particles. Considering $^{236}_{92}U$ to be at rest, the kinetic energies of the products are denoted by K_{Xe}, K_{Sr}, K_x(2MeV) and K_y(2MeV), respectively. Let the binding energies per nucleon of $^{236}_{92}U$, $^{140}_{54}Xe$ and $^{94}_{38}Sr$ be 7.5 MeV, 8.5 MeV and 8.5 MeV respectively. Considering different conservation laws, the correct option(s) is(are)
(A) x = n, y = n, K_{Xe} = 129MeV, K_{Sr} = 86 MeV
(B) x = p, y = e^-, K_{Xe} = 129 MeV, K_{Sr} = 86 MeV
(C) x = p, y = n, K_{Xe} = 129 MeV, K_{Sr} = 86 MeV
(D) x = n, y = n, K_{Xe} = 86 MeV, K_{Sr} = 129 MeV

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