



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-3/MMA(RM)-305/2011-12

2011

**FOOD SECURITY & MARKETING RULES
AND REGULATIONS**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Which of the following population are key audiences that are at risk for food insecurity ?
- a) Single mothers
 - b) People on social assistance or Ontario Disability Support Program (ODSP)
 - c) School student nutrition programs
 - d) all of these.



- ii) Which of the following are suitable examples of cooperatives playing an important role in food security in India ?
- a) Mother Dairy, Delhi
 - b) Reliance Fresh
 - c) Big Apple
 - d) AAY.
- iii) Which type of hunger is a consequence of diets persistently inadequate in terms of quantity and quality ?
- a) Chronic hunger
 - b) Seasonal hunger
 - c) Fast keep due to spiritual reasons
 - d) none of these.
- iv) Which of the following characteristics does food insecurity reported was reported more often with
- a) Current smoker
 - b) Household with children
 - c) Self-related poor/fair general health
 - d) all of these.



- v) Farmers are paid a pre-announced price for their crops by FCI which is known as
- a) Issue price
 - b) Cost price
 - c) Market price
 - d) Minimum support price (MSP).
- vi) Food secure, food insecure, food crisis, famine are stages of
- a) food insecurity
 - b) economic growth
 - c) agricultural development
 - d) none of these.
- vii) Consumer's Rights under the Consumer Protection Act, 1986 does not include
- a) Right to SAFETY b) Right to be INFORMED
 - c) Right to CHOOSE d) Right to IGNORANT.
- viii) Critics argue that advertising and promotion
- a) provides information
 - b) encourages a higher standard of living
 - c) creates jobs and helps new firms enter a market
 - d) is more propaganda than information.



- ix) Economic Impact of Advertising
- a) effects on competition
 - b) effects on product costs and prices
 - c) effects on consumer choice
 - d) all of these.
- x) The First World Food Summit was held in the year of
- a) 1990
 - b) 1996
 - c) 2000
 - d) 2009.
- xi) Which of the following organizations is responsible for the public distribution system in India ?
- a) FCI
 - b) NABARD
 - c) IDDI
 - d) RBI.
- xii) FCI is responsible for
- a) Power supply in India
 - b) Supply of finance to small scale industries
 - c) Food security in India
 - d) None of these.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

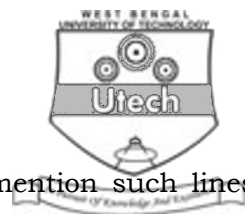
2. Give an overview of the concept of food security.
3. Trace the factors responsible for global food insecurity.
4. Put forward your views on the efficiency of the Public Distribution System in India in achieving food security.
5. Discuss the principles laid down under the Consumer Protection Act, with regard to the composition and jurisdiction of District Forum.
6. State the objectives of World Food Summit.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. “The Prevention of Food Adulteration Act aims at making provisions for the prevention of adulteration of food.” – According to this act, what is meant by adulterated food and state when an article of food shall be deemed to be misbranded ? $8 + 7$



8. a) When and why should a producer mention such lines like 'CONTAINS ADDED FLAVOUR' or 'FLAVOURED TEA' on the label attached to the packet ? 5
- b) What are the different stages of food insecurity ? What are the different survival strategies used by people living in food insecurity ? 5 + 5
9. a) What are the highlights of Supreme Court orders on the right to food ?
- b) Discuss the role of WHO in food security.
- c) Explain the different regional activities that will help in improving food security.
10. a) What is meant by ethical advertising ? 5
- b) Discuss the benefits and harms pertaining to advertising with real life examples. 10



11. Write short notes on any *three* of the following : 3 × 5

- a) Licensing
 - b) Integrated food security phase classification.
 - c) Rights of buyer and seller, under Sales of Goods Act, 1930.
 - d) Concept of food self sufficiency.
 - e) Risks involved in food security.
-