

**BSc Food engineer**  
**Comprehensive exam topics**  
**Food Economics**  
**Academic year 2022/2023**

1. Components of the food chain  
(food economy in the narrow and broad sense, food production, agribusiness, concept of food chain; place, role, importance in the national economy, main indicators, role of food consumption expenditure)
2. Role of the food industry in the national economy;  
(domestic supply, exports, processing of agricultural products, multifunctional agriculture)
3. Enterprises, forms of enterprise  
(sole proprietorship, business partnerships, cooperatives)
4. Socio-economic factors affecting food consumption:  
(demographics, income, price, availability)
5. Trends in world food production, consumption and trade;  
(population and trends in food production, production, consumption and trade)
6. Regulation of economic competition  
(unfair economic activity, cartels, mergers)
7. Domestic distribution channels for food products;  
(retail, wholesale, main players)
8. Continuous synchronised production  
(capacity, capacity utilisation indicators, line synchronisation solutions)
9. Location choice of food companies, location theories
10. Material and inventory management in the food industry;  
(ensuring material requirements for production, determining and deriving optimal stock levels, warehouse management)
11. Transport, transport management  
(transport modes, their characteristics, indicators, route planning)
12. organisation and economics of investments  
(types of investments, their classification, static economic indicators, consideration of the role of the time factor, dynamic investment economic indicators)
13. Planning, control and regulation of quality in food businesses, quality management systems in the food industry:
14. Concepts, types, sources and institutions of innovation
15. Cost accounting in the food industry  
(concept, subject, methods, post-calculation scheme)
16. Pricing by food companies  
(the role of prices, price policy objectives, price setting stages, consumer price)
17. Dynamic cost analysis  
(cost functions, cost variation factor, cost reduction, ÁKFN model)
18. Marketing approach and market orientations of firms  
(Marketing concepts, market orientations, marketing concept characteristics, elements of holistic marketing concept)
19. Product and brand in food marketing  
(dimensions of the product, types of brands, components of brand equity)
- 20 Customer value and customer satisfaction in marketing  
(criteria for selecting customer value, levels of customer satisfaction, dimensions of quality)
- 21 Marketing research for consumer goods  
(classification of marketing research tools, introduction to focus groups and consumer surveys)
- 22 Marketing communication in the food economy  
(steps and characteristics of effective marketing communication, role of positioning in marketing communication of FMCG products)
23. labour management in the food industry  
(macro-environment, labour market, legal framework, employee organisations, intra-organisational resource management, wage management)