KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Ag. 2012 Admission VI th Semester Final Examination- July /August -2015

Cat. No: Econ.3205 Marks: 80 Title: Fundamentals of Agri -Business Management (1+1) Time: 3-hours. 10*1=10 Fill up the blanks/Define/Expand I. What is agribusiness 1. 2. Define management Define project 3. What are the 5 P's of marketing 4 What is IRR 5. 6. Expand CPM -----The rate at which NPV becomes zero is called -----7. The difference between the Total Assets and Total liabilities is called ------8. Expand PERT -----9. 10. The financial statement consisting Assets and Liabilities is called ------10*3=30 Write short notes/answers on any ten II 1. What is product diversification 2. What is strategic and operational management 3. What is the principles of direction and coordination 4. Explain product life cycle stages 5. What are the project evaluation techniques 6. What promotional strategies will be suited for agribusiness firms 7. How financial management is important in projects 8. What are the institutional support given to agro based industries 9. What is net worth analysis 10. What are the methods of controlling 11. Which distribution strategies suits for agro based industries 12. Joint stock companies

III. Write short essays on any six of the following

6*5=30

- 1. Write in detail about the scope, importance and functions of marketing management
- 2. Explain in detail about the levels of Management
- 3. Briefly explain the Need for MBO and Limitations of MBO process

- 4. What is contingency planning and discuss its importance
- 5. Write down the features of a Private Limited Company
- 6. What are factors governing span of management
- 7. What is the contribution made by Henry Fayol in the field of management
- 8. Briefly explain the steps involved in Human Resource Planning
- IV. Write an essay on any ONE

1*10=10

- 1. Explain in detail about the Project evaluation techniques
- Write down in detail about the legal issues and procedures in establishing Agribusiness firms in India

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