

# KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Ag. 2012 Admission

VI<sup>th</sup> Semester Final Examination- July /August -2015

Cat. No: Econ.3205

Marks: 80

Title: Fundamentals of Agri –Business Management (1+1)

Time: 3 hours

- I. Fill up the blanks/Define/Expand **10\*1=10**
1. What is agribusiness
  2. Define management
  3. Define project
  4. What are the 5 P's of marketing
  5. What is IRR
  6. Expand CPM -----
  7. The rate at which NPV becomes zero is called -----
  8. The difference between the Total Assets and Total liabilities is called -----
  9. Expand PERT -----
  10. The financial statement consisting Assets and Liabilities is called -----
- II. Write short notes/answers on any ten **10\*3=30**
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

