



KERALA AGRICULTURAL UNIVERSITY

B.Sc. (Hons.) Ag.

Re-examination- July -2019

2012 and previous admission

Econ.3205

**Fundamentals of Agri-business Management (including
Product Development, Appraisal and Monitoring) (1+1)**

Marks: 80

Time: 3 hours

I Match the following

(10x1=10)

A

B

- | | | | |
|---|-------------------------------------|---|------------------------------------|
| 1 | Fiscal policy of Govt | a | Administration |
| 2 | Organization | b | External environmental to business |
| 3 | Principles of Scientific Management | c | Management of machine |
| 4 | Governing body | d | Management |
| 5 | Determinative role | e | Rules and regulation of firm |

State True or False

- 6 Planning for day to day works and assigning jobs to worker is the function of at lower levels.
- 7 Delegation principle of management focus upon each person should be accountable to single superior.
- 8 Checking the actual performance of the business is called controlling.
- 9 Agribusiness includes enterprises dealing with inputs, outputs and facilitative services.
- 10 Management as such differs from administration and it is concerned mainly with lay down organizational structure.

II Write Short notes on ANY TEN of the following

(10x3=30)

- 1 Management.
- 2 Planning.
- 3 Organization.
- 4 Directing.
- 5 Controlling.
- 6 Agribusiness management.
- 7 Market segmentation.
- 8 Span of control.
- 9 Selling Vs Marketing.
- 10 Marketing mix.
- 11 Characteristics of a good plan.
- 12 Time value of money.

III Answer ANY SIX of the following

(6x5=30)

- 1 What is pricing policy? Briefly explain the common objectives of pricing policy.
- 2 Write in brief about product life cycle.

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- 3 Write about importance of management.
- 4 Briefly explain the steps involved in one process of planning.
- 5 Mention the good qualities of supervisor and also mention the functions of a leader.
- 6 Define co-ordination? Explain the types of co-ordination.
- 7 Constraints in establishment of Agro-based industries.
- 8 Factors affecting price decisions.

IV Write an essay on ANY ONE of the following (1x10=10)

- 1 Write important characteristic of agri-business firms and also mentioned the need for agro-based industries.
- 2 What is Controlling? Explain its needs and mention the characteristics of effective control.
