

KERALA AGRICULTURAL UNIVERSITY
B.Sc.(Hons.) Agriculture – 2007 Admission – VIth Semester
Final Examination – June - July 2010

Cat. No. : Econ 3205

Title : Fundamentals of Agri-Business Management
(including Product Development, Appraisal
and Monitoring) (1+1)

Max. marks: 80

Time : 3 hours

PART - A

I. Answer ALL the Questions

(10x1 = 10)

Fill up the Blanks

1. _____ is a systematic listing of all assets and liabilities of the business.
2. SWOT refers to _____
3. The difference between assets and liabilities is _____
4. _____ is the function of getting things done through people.

State True or False

5. Partnership act was formed in 1932
6. Payback period is the method of discounted measure
7. Liability of a joint stock company is limited
8. Long term liability includes a variety of debts repayable within one year

Choose the correct answer

9. Which of the following is the promotional activity of marketing management?
 - a) Discount for early orders
 - b) Newspapers
 - c) Feed stores
 - d) Varieties with high protein content
10. Which of the following is the intermediate asset?
 - a) Machinery
 - b) Land and Buildings
 - c) Livestock for sale
 - d) Long term loan

PART B

II. Write short notes on ANY TEN of the following

(10x3 =30)

1. Explain the 5 P's of marketing
2. Joint stock company
3. Define balance sheet and their advantages

4. List the different types of agro based industries
5. Different types of coordination
6. Tactical and strategic management
7. Market segmentation
8. Product development and product diversification
9. Financial management
10. Organizing and controlling
11. List out the different forms of business organizations
12. Marketing management

PART C

III. Write short essays on ANY SIX of the following (6x5 =30)

1. Discuss the steps involved in planning
2. Define direction and discuss the principles of direction
3. Explain the characteristics of agri-business firms
4. Discuss the discounted measures of project evaluation techniques to evaluate the bankable business projects of an agri-business firm
5. Explain the role and importance of agri-business firms in Indian economy
6. Discuss the different financial ratios of profitability and efficiency ratios
7. Explain the organization and their principles
8. Discuss in detail about the pricing policies of agri-business firms

PART D

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

1. Define project and their characteristics and discuss the different phases involved in project cycle.
2. Discuss in detail about institutional and technological support available for agro based industries.