

KERALA AGRICULTURAL UNIVERSITY

B.Sc. Hons (Ag) 2009 admission

VIth Semester Final Examination, June /July 2012

Cat. No: Econ.3205

Marks: 80

Title: Fundamentals of Agri Business Management

Time: 3hours

I Choose the correct answer

(10 x 1=10)

1. Recognized standards for environmental Management system is
 - a) ISO 9000
 - b) ISO 12000
 - c) ISO10000
 - d) ISO 14000
2. is the termed as "BANKERS" BANK"
 - a) SBI
 - b) RBI
 - c) RRB
 - d) SEBI
3. The regulatory body of the insurance industry in India is
 - a) LIC
 - b) IDRA
 - c) IARD
 - d) IRDA
4. A set of practices necessary to transfer the goods from the point of production to consumption.
 - a) Marketing canal
 - b) Transport
 - c) Marketing channel
 - d) Distribution
5. Which cost will not vary with level of operation
 - a) Semi variable cost
 - b) Variable cost
 - c) Fixed cost
 - d) All the three
6. Income Tax is a form of
 - a) Sales Tax
 - b) VAT
 - c) Direct Tax
 - d) Indirect Tax
7. Centralisation means sharing the
 - a) Rules
 - b) Responsibility
 - c) Power
 - d) Authority
8. The process of cultivating and harvesting for and on behalf of big business establishments and forwarding the produce at a pre- determined price.
 - a) Integrated farming
 - b) Corporate farming
 - c) Contract farming
 - d) Subsistence
9. Last stage in product life cycle is
 - a) Maturity stage
 - b) Stagnation stage
 - c) Decline stage
 - d) Growth stage
10. Overall performance and effectiveness of a firm is measured by
 - a) Profitability ratios
 - b) Liquidity ratios
 - c) Leverage ratios
 - d) Activity ratios

II. Write short notes (Any Ten)

(10x3=30)

- i. Pay Back period
- ii. Marketing Mix
- iii. Joint Stock Company
- iv. Product Life Cycle
- v. APEDA
- vi. Compounding
- vii. Market Structure
- viii. Steps in Planning
- ix. Sundry Creditors
- x. Matrix Organization
- xi. Liquidity Ratios
- xii. IRR

III. Write Brief answers (Any Six)

(6x5=30)

- i. Tactical vs Strategic Management
- ii. Market segmentation
- iii. Net worth statement vs Cash Flow statement
- iv. Pricing strategies followed for a product
- v. Management of Inventory
- vi. Consumer willingness to pay
- vii. In service training
- viii. Feasibility analysis

IV Write in detail (Any one)

(1x10)

1. Explain the importance of various management functions in an organization. Which function you consider more critical? Justify your answer
2. Discuss the steps taken by the country to develop agri business. What strength Kerala state is having in encouraging agri business venture.