

# KERALA AGRICULTURAL UNIVERSITY

B.Sc Hons (Ag) 2010 Admission

VI<sup>th</sup> Semester Final Examination- July /August -2013

Cat. No: Econ.3205

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

Marks: 80

Time: 3 hours

## I. Choose the Correct answers

(10x1=10)

1. Liability of the members is limited in the case of  
i) Sole- proprietorship ii) Partnership iii) Private limited Company iv) Public limited company  
a) i alone                      b) i and ii                      c) iii alone                      d) iii and iv
2. The number of subordinates put under one superior is called as  
a) Span of management                      b) Span of control                      c) Span of supervision                      d) All the above
3. \_\_\_\_\_ is not a feature of agribusiness  
a) Seasonality in Production                      (b) Inelastic supply  
c) **Yield variability**                      (d) Standardized products
4. The process of attracting applications for a job is referred as  
(a) Selection (b) Recruitment (c) Interview                      (d) Advertisement
5. \_\_\_\_\_ is not a quality of management functions  
(a) Planning                      (b) Organizing                      (c) Technical                      (d) Controlling
6. Example of an agribusiness activity is  
(a) Input retailing                      (b) Agro-service centre  
(c) Processing                      (d) All the above
7. SEZ stands for  
(a) Special Economic Zone                      (b) South Economic Zone  
(c) Safe Economic Zone                      (c) Special Enterprise Zone
8. Which among the following nations is the largest producer and exporter of coffee in the world?  
(a) India                      (b) Brazil  
(c) Kenya                      (d) Argentina
9. EOQ stands for  
(a) Economic Order Quality                      (b) Economic Order Quantity  
(c) European Order Quantity                      (d) Economic Official Quantity
10. \_\_\_\_\_ is not a physical function of marketing  
(a) Storage                      (b) Transportation  
(c) Processing                      (d) Market Intelligence

## II. Write short notes (Any Ten)

(10x3=30)

- i. B-C Ratio
- ii. Discounting
- iii. Market Segmentation
- iv. Perfect market
- v. Market Promotion
- vi. Intangible assets
- vii. Net present Worth
- viii. Net worth statement

ix. Share Capital

x. TQM

xi. EPS

xii. Decentralization

**III. Write Brief answers (Any Six)**

(6x5=30)

i. Product Development vs Product Diversification

ii. Discounted vs Undiscounted measures

iii. Financial Ratios and their application in business

iv. Debt vs Debit

v. Appraisal techniques of bankable projects

vi. PERT

vii. Controlling

viii. MBO

**IV. Write in detail (Any one)**

(1x10)

- i. Discuss in detail the need and the status of development of agro based industries in the Indian context
- ii. Explain the various types of business organizations. What type of organization would most suitable for agri business? Justify your answer.