

# KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Ag. 2011 Admission

VI<sup>th</sup> Semester Final Examination- July /August -2014

Cat. No: Econ.3205

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

Marl

Time: :

I. Name the following

(10)

1. Grouping together of various activities on the basis of similarity nature
2. An example of physical standard to control an agribusiness.
3. The ratio that measures the capacity to meet the short term obligations of the firm.
4. Pricing strategy with lower initial price and higher subsequent price
5. The liability of a Joint Stock Company.
6. Shares that carry a fixed rate of dividend .
7. The step in planning concerned with the assessment of present status of the organization.
8. The management function dealing with the timing and sequencing of activities.
9. The statement that shows the financial position of the firm.
10. The assets that can be easily converted into cash

II. Write Short notes on.(Any TEN)

(10)

1. Time value of money
2. Types of agro based industries
3. Product life cycle
4. Skimming the market and Psychological pricing

5. SFAC
6. Principles of Direction
7. Control
8. Liquidity ratios
9. Market opportunity analysis
10. Types of planning
11. Authority and Responsibility
12. Importance of agribusiness in a developing economy

III. Write short essay (Any SIX) (6x5=30)

1. Need for market segmentation
2. Balance sheet
3. Steps in planning
4. Joint stock company
5. Demerits of partnership organization
6. Types of integration
7. Features of agri business
8. Marketing mix

IV. Write an essay (Any ONE) (1x10= 10)

1. Explain the managerial roles in an agribusiness organization.
2. Explain the Project cycle and measures for the appraisal of a project.