

# KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Ag. Degree Programme 2013 Admission

VI<sup>th</sup> Semester Final Examination-July- 2016

Cat. No: Econ.3205

Marks: 50.00

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

Time: 2 hours

**I. Fill up the blanks**

(6 x 1=6)

1. The level of management used at the very top level in an organization is .....
2. .... is the level of output at which a producer generates just enough revenue to cover his fixed and variable expenses, earning neither a profit nor loss.
3. Process by which authority passes from one level to another level in an organization is.....
4. Grouping of various activities in an organization on the basis of their similarity into separate units is .....
5. A written representation of resources and liabilities of a business firm is .....
6. Management function aiming achieving harmony among individual efforts towards accomplishment of group goals is .....

**Indicate True or False:**

(4x1=4)

1. Administration of business concerns of public sector under takings can be referred to as management.
2. In a partnership business, the liability is limited to the share capital of the partner.
3. A Matrix organization is the combination of the product and territorial organization.
4. Leverage or solvency ratios measure a firm's ability to meet long-run claims.

**II. Differentiate between any FIVE**

(5x 2= 10)

1. Corporate plan and Functional plan
2. Centralization and decentralization
3. Current asset and Fixed assets
4. Autocratic leader and Laissez Faire leader
5. Cash inflow and Cash outflow
6. Assets and liabilities
7. Selling and marketing

**III. Answer any FIVE questions**

(5x4=20)

1. Departmentation in organization process
2. Principles of Direction
3. Steps in a controlling process
4. Principles of coordination
5. Advantages and disadvantages of Co-operatives
6. Economic principles in management decisions
7. Financial statements of a business enterprise

IV. Write Essay on any ONE

(1x10=10)

1. a) Discuss the structure of Agribusiness and list down the major types of Agro based industries.  
b) Elaborate on significance of the management function of planning and its steps.
2. a) Explain the concept 'Marketing mix'. What are the important pricing methods followed in business.  
b) Briefly explain the tools of Project appraisal.