



KERALA AGRICULTURAL UNIVERSITY
B.Sc (Hons.) Agriculture 2014 & Previous Admissions
VI Semester Final Examination-August-2017

5
11

Econ. 3205

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

Marks: 50
Time: 2 hours

I

Fill in the blanks/Define:

(10 x 1=10)

- 1 Interest will be added to the principal over time and hence the future value of present money increases. This principle is called -----
- 2 ----- is choosing an effective course of action from among various alternatives.
- 3 Voluntary associations of people who join together for the fulfillment of business interest but with the primary motive of service are -----
- 4 ----- 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.
- 5 Blueprint of an organization indicating the line of authority within it -----
- 6 When the managers disperse considerable amount of authority to subordinates, the organization is said to follow a managerial philosophy of -----
- 7 A written representation of resources and liabilities of a business firm is -----
- 8 Synchronizing and unifying the actions of the people in an organization is called -----
- 9 A duly stamped and registered written partnership agreement is known as -----
- 10 A process that is used to create a distinct identity of a product is termed ----- in marketing.

II

Write short notes on any FIVE:

(5 x 2=10)

- 1 Strategic management and tactical management.
- 2 Proactive and reactive plan.
- 3 Public limited and private limited company.
- 4 Current asset and Fixed assets.
- 5 Functional organization and Product organization.
- 6 Cash inflow and Cash outflow.
- 7 Skim pricing and market penetration pricing.

III

Answer any FIVE:

(5 x 4=20)

- 1 Balance sheet.
- 2 Break Even Analysis.
- 3 Marketing mix.
- 4 Explain planning and the steps in planning.
- 5 Methods of coordination.
- 6 Budgetary control.
- 7 Market segmentation.