



KERALA AGRICULTURAL UNIVERSITY

B. Sc. (Hons.) Ag. 2015 Admission

VI Semester Final Examination- July -2018

Econ.3205

Fundamentals of Agri - Business Management (1+1)

Marks: 50

Time: 2 hours

(10x1=10)

I Fill in the blanks:

- 1 The term agribusiness is coined by-----.
- 2 Co-ordination across the levels of management is called ----- coordination
- 3 ----- function of management is guiding and leading people to work efficiently and effectively for the attainment of organizational objectives.
- 4 The discount rate at which the net present value is zero is -----.
- 5 ----- function in management is a continuous process.

State True or False

- 6 External planning premises are controllable
- 7 The performance of separate departments in an organization will be more productive if they work in coordination than in isolation
- 8 Feedback controlling is done at the end of a process.
- 9 Nestle and McDonalds follow psychographic segmentation
- 10 Hindustan Unilever is a Joint stock company

II Write Short notes on ANY FIVE of the following

(5x2=10)

- 1 Structure of agribusiness.
- 2 Balance sheet.
- 3 Distinct features of agribusiness management.
- 4 Principles of direction.
- 5 Types of co-ordination.
- 6 Tactical and strategic management.
- 7 Methods of controlling.

III Answer ANY FIVE of the following

(5x4=20)

- 1 Elaborate the steps in planning.
- 2 Discuss about the Joint stock companies.
- 3 Write in detail about the marketing mix.
- 4 Discuss about the methods of evaluation of bankable projects.
- 5 Elaborate the type of agro based industries.
- 6 Discuss about the market segmentation.
- 7 Elaborate the project cycle.

IV Write an essay on ANY ONE of the following

(1x10=10)

- 1 Write an essay on the scope of agribusiness and its role in the development of the Indian Economy
- 2 a) Discuss about the types of business organizations.
b) Discuss about the product life cycle.
