



**KERALA AGRICULTURAL UNIVERSITY**

**B.Tech.(Food. Engg.) 2015 Admission**

**V Semester Final Examination-January-2018**

**Entrepreneurship and Agribusiness Management (2+0)**

**Fdsc.3103**

**Marks: 50**

**Time: 2 hours**

**(10x1=10)**

**I Fill in the Blanks**

- ✓ 1 An organization is a ----- dynamic system (Open/Closed)
- 2 Motivation Hygiene model is the contribution of ----- (McGregor/Herzberg)
- 3 ----- is more suitable for non repetitive project (PERT/CPM)
- 4 MBO is management by------(Exhaustion/Exception)
- ✓ 5 ----- is a paid activity (Advertising/Publicity)

**Match the Following**

- |                           |            |
|---------------------------|------------|
| 6 Self Actualisation need | a Taylor   |
| 7 Scientific Management   | b McGregor |
| 8 Theory X and Y          | c Maslow   |

**State True or False**

- 9 Selling Focuses on the needs of the buyers.
- 10 Responsibility cannot be delegated.

**II Write Short notes on any FIVE of the following**

**(5x2=10)**

- ✓ 1 Define Marketing Management in brief.
- 2 Define elements of Production.
- 3 Define Factors of Production Function.
- 4 Define Criteria of Project Selection Site.
- 5 What are Major elements of Project Appraisal.
- ✓ 6 Define Food Policy of India in WTO Environment.
- 7 Role of Forecasting in Agri-Business Management and Trade.

**III Answer any FIVE of the following.**

**(5x4=20)**

- 1 Discuss Entrepreneurship and its role in Agri-Business Trade.
- 2 Define various types of Industrial Laws and its significance in Agri-Business
- 3 Define various Concept of Financial Management and its importance.
- 4 Explain Various Problem Solving Techniques.
- ✓ 5 Explain Different types of Business Laws and its significance in food industry.
- 6 Explain various Environmental Analysis Techniques.
- ✓ 7 Define Role of WTO and its significance in food industry.

**IV Write an essay on any ONE of the following**

**(1x10=10)**

- 1 Discuss Agriculture and Food Policy of India according to WTO.
- 2 Discuss importance of WTO and its Regulations for Agri-Business Trade.

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