

# KERALA AGRICULTURAL UNIVERSITY

B.Tech.Food Engg. 2014 Admission

Vth Semester Final Examination-January 2017

Roll No: Fdsc. 3103

Marks: 50

Title: Entrepreneurship and Agri Business Management (2+0)

Time : 2 hours

I. Fill up the blanks/ True or False :

(10 x 1=10)

1. Harvard University first used the term ----- during 1955.
2. ----- refers to the process of designing future course of action.
- ✓3. Father of scientific management is -----
4. Strategic planning is -----
- ✓5. IRR refers to -----
6. The process of taking a creative idea and turning into a useful product or service is -----
7. A wealthy individual who offers financial backing usually in high risk/high reward opportunities is -----
- ✓8. 'O' stands for ----- in SWOT.
- ✓9. PERT is a ----- technique.
10. The period required for a project to return its investment is known as ----- period.

II. Write short notes/answers on ANY FIVE:

(5x 2=10)

1. Business environment.
- ✓2. Ethics in entrepreneurship.
3. Characteristics of SSI.
- ✓4. Public-private partnership/collaboration.
5. FDI.
6. Market research.
7. Management Information System.

III Write answers on ANY FIVE:

(5 x 4=20)

1. Write down the nature of the management functions?
- ✓2. Write about the agricultural input marketing in the country.
3. What is forecasting and why we need this?
- ✓4. Discuss the process of MBO?
- ✓5. Characteristics of Small Businesses.
6. What is project appraisal?
7. Supply chain management and its significance?

IV. Write essay on any ONE

(1 x 10=10)

1. Enumerate and discuss the different forms of agribusiness organizations and discuss about the scope for agribusiness in India.
- ✓2. Explain the macro environment variables which influence entrepreneurship development in India? Special reference to skill development programs pertaining to agribusiness management