

# KERALA AGRICULTURAL UNIVERSITY

B.Tech (Food.Engg) 2013 Admission

V<sup>th</sup> Semester Final Examination-January -2016

Cat. No: Fdsc 3103

Marks: 50.00

Title: Entrepreneurship & Agribusiness Management (2+0)

Time: 2 hours

## I Fill in the blanks/ State True or False

1. Every ----- should be supported by a control system.
2. ----- refers to a series of steps to be taken to convert an idea into a feasible plan of action.
3. Financial management is a part of -----
4. Project design is the heart of -----
5. ----- is concerned with the identification of the project demand potential and of the selection of the optimum.

### State True or False

6. The scope of supply chain management is wider than logistic management.
7. Industrial fairs are the fairs at which industrialists exhibit their products.
8. Project evaluation is the first stage of project management.
9. Management is today considered as the process of getting things done through people.
10. NPV is the difference between the present value of cash inflows and the present value of cash outlay.

## I Write Short answers on ANY FIVE

(10×1=10)

1. What is meant by feasibility report?
2. Discuss the features of net present value method.
3. What do you mean by brain storming?
4. Write briefly on marketing of agricultural products
5. What is pre-investment appraisal?
6. Write a short note on agriculture and food policy.
7. What is project selection?

(5×2=10)

## Write Short essays on ANY FIVE

1. State the problems of the production management.
2. How would you use SWOT analysis to indentify and select a project for an entrepreneur?
3. What is work schedule? What purpose does it serve?
4. Make a comparative evaluation of the various project appraisal methods.
5. Explain the factors which motivate people to become entrepreneurs.
6. What is financial planning? State its importance.
7. 'All organization need management' Explain.

(5×4 =20)

## Write an essay on ANY ONE

1. What are the requirements for the successful implementation of supply chain management system?
2. Define a project report. What is its importance? How is a project report prepared?

(1×10=10)

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