

# KERALA AGRICULTURAL UNIVERSITY

B.Tech (Agrl.Engg) 2012 Admission

VI<sup>th</sup> Semester Final Examination-June/July -2015

Cat. No: Fpme.3215

Marks: 80.00

Title: Agri-business Management and Entrepreneurship(3+0)

Time: 3 hours

## I Define

(10 x 1=10)

1. Management
2. Motivation
3. Joint venture
4. Agribusiness
5. Entrepreneur

## Expand

6. WTO
7. SWOT
8. MBO
9. MNC
10. GATT

## II Write short notes on any TEN questions

(10 x 3=30)

1. Discuss the different types of small business in India
2. What is strategic planning and how it is different from operational planning
3. Explain the importance of management in Agribusiness
4. Explain Hierarchy of Needs Theory proposed by Maslow
5. Explain any four factors that act as barrier to entrepreneurship
6. What is venture capital
7. Explain the importance of food processing industry
8. What is controlling .List two controlling techniques
9. Discuss the advantages and disadvantages of a small business enterprise
10. Discuss the philosophy of marketing
11. Write a note on GANTT chart
12. What do you mean by organization chart

## III Write short notes on any SIX questions

(6 x 5=30)

1. Explain the various managerial roles
2. Explain the four P's of marketing
3. Explain any three activities done by the government for encouraging entrepreneurs
4. What are the implications of public private partnership on Indian agriculture

5. What is planning? Explain its importance in management of a firm
6. Explain the four ingredients of marketing mix
7. Briefly discuss the steps involved in MBO
8. What are the export and import policies of Indian Govt. and its impact on agri-business

**IV Write an essay on any ONE**

**(1 x 10=10)**

1. What is SWOT analysis? Explain the future of tractor industry in India by using a SWOT analysis of that industry
2. Discuss the various financial incentives given to small and medium Enterprises (SMES) by the Government of India

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