

KERALA AGRICULTURAL UNIVERSITY

B.Tech (Agrl.Engg.) 2014 Admission

VI Semester Final Examination-July-2017

Cat. No: Fpme.3215

Marks: 50

Title: Agribusiness Management and Entrepreneurship (3+0)

Time: 2 hours

I Fill up the blanks/Define

(10x1=10)

1. The word "entrepreneur" is derived from -----word meaning-----
2. SSI means -----
3. ----- is known as the father of scientific management.
4. ----- is deciding in advance the objectives of the organization in the short as well as long run and the means for attaining them.
5. -----is the function of ensuring that actual performance results conform to predetermined standards.
6. Management
7. Functional planning
8. Market access
9. Delegation
10. Organising

II Write short notes/answers on any FIVE of the following

(5x2=10)

1. Sales forecasting
2. Venture capital
3. Start-ups
4. Joint stock company
5. SMEs
6. WTO provisions for trade in agricultural commodities.
7. Theory of comparative advantage

III Write short answers on any FIVE

(5x4=20)

1. Globalisation and entrepreneurship environment.
2. Entrepreneur and manager
3. Public private partnership
4. Social responsibility of business
5. Qualities of an entrepreneur
6. Characteristics of the Indian farm machinery industry
7. Motivational process

IV Write essay on any ONE

(1x10=10)

1. Explain in detail about SWOT analysis with the help of a specific case study.
2. Explain the concepts and principles of management with special reference to application of management principles to agribusiness.
