



KERALA AGRICULTURAL UNIVERSITY

B.Tech.(Agri. Engg) 2015 Admission

VI Semester Final Examination-July 2018

Fpme.3215 Agribusiness Management and Entrepreneurship (3+0)

Marks: 50

Time:2 hours

- I A Define (10x1=10)**
- 1 Globalization
 - 2 Management
 - 3 Effectiveness
 - 4 Line Managers and Staff Managers
 - 5 Venture Capital
 - 6 WTO
 - 7 TRIPS
 - 8 MBO
 - 9 SWOT
 - 10 GATT
- II Write Short notes on any FIVE of the following (5x2=10)**
- 1 Functions of Agri-business Management
 - 2 List out any six problems in the marketing of agricultural commodities
 - 3 List out the traits of an Agri- entrepreneur?
 - 4 The importance of an Organization chart
 - 5 Operational planning?
 - 6 Women entrepreneurship in agri-business
 - 7 Role of co-operatives in the marketing of milk of farmers in the state
- III Answer any FIVE of the following. (5x4=20)**
- 1 Government schemes to support and promotion of entrepreneurship
 - 2 Four P's of agricultural marketing
 - 3 Problems and prospects of marketing of agricultural commodities in the international trade
 - 4 Scope of developing more agribusiness entrepreneurship under the Indian context
 - 5 Techniques that can be used for evaluating the performance of an agri-business unit.
 - 6 Managerial role of an entrepreneur in agri-business enterprise?
 - 7 Social responsibility of the business
- IV Write an essay on any ONE of the following (1x10=10)**
- 1 Discuss the various financial incentives given to Small and Medium Enterprises (SMEs) by the Government of India
 - 2 Globalization and its impact in the Indian Agri-business
