

KERALA AGRICULTURAL UNIVERSITY

B.Tech (Agri. Engg) Degree Programme 2013 Admission

VIth Semester –Final Examination July-2016

Cat. No: Fpme 3215

Marks: 50.00

Title: Agri Business Management and entrepreneurship (3+0)

Time: 2 hours

I Fill up the blanks/ State 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 a _____ term plan.
5. The number of subordinates put under one superior is called as _____.
6. POSDCORB includes , Planning , Organising, staffing Directing, Co-ordinating, _____ and Budgeting.
7. _____ approach to management includes the application of statistics, information models and computer simulations.
8. The process of taking a creative idea and turning into a useful product or service is _____.
9. A wealthy individual who offers financial backing usually in high risk/high reward opportunities is _____.
10. 'W' stands for _____ in SWOT.

II Write short notes ANY FIVE

(5 x 2 =10)

1. Small business
2. Inventory cost.
3. Venture capital
4. Public-private partnership.
5. Women entrepreneurship.
6. Demographic environment.
7. Role of WTO in agribusiness

III. Explain ANY FIVE of the following

(5 x 4 =20)

1. List out the major functions of management
2. Role of motivation in entrepreneurship development.
3. Role of Small and Medium enterprises in entrepreneur development.
4. Narrate the characteristics of Indian farm machinery industry.
5. Elaborate the Theory of 'X' and Theory 'Y'.
6. Explain SWOT analysis and its usefulness in agribusiness management.
7. Briefly discuss the scope of agribusiness in India.

IV. Write essay on ANY ONE

(1 x 10=10)

1. Give a detailed account on social responsibility of business and more particularly agri-business on Rural India.
2. Discuss about the Government Schemes for the promotion of entrepreneurship.