B.Sc. (Ag.) Honours Semester-V Examination, 2014

Course No: AEC-311 (Fundamentals of Farm Business Management)

(New Syllabus)

Signature of Centre Superintendent

Roll No. : (in figure) ____________ (in words) ____________

Student Index No. ____________ Regn. No. ________ of ________

Time : Two Hours **Full marks : 40**

Questions are of value as indicated in the margin

Part - I

(Objective and Short Answer Type)

(Use only ball point pen)

Time : 20 minutes **Full marks : 10**

Note: 1. Answer in question paper itself.
2. Striking, rewriting or overwriting are not allowed in the objective type questions.

1. **State True (T) or False (F) in respect to the following statements (*any seven*):** 0.5×7=3.5
   (i) The Food Processing Industry in India is given 'Sunrise Industry' status. ☐
   (ii) Premium pricing has a relatively low entry price. ☐
   (iii) A project should be rejected if IRR is more than the cost of capital. ☐
   (iv) Contract farming is officially allowed in West Bengal. ☐
   (v) Operating decisions of a firm are generally taken by top level management. ☐
   (vi) The term marking mix was coined by Neil Borden. ☐
   (vii) India is the largest producer of Tea in the World. ☐
   (viii) Balance sheet shows the financial performance of a firm during a given period of time. ☐
   (ix) The scope for agri-business sector, worldwide, enhanced during post-WTO era. ☐

2. **Expand the following (*any five*):** 0.5×5=2.5
   (i) IRR =
   (ii) NPV =
   (iii) BCR =
   (iv) FSSAI =
   (v) FDI =
   (vi) PPV & FR =
   (vii) TLS =

3. **Tick (√) the correct alternatives *(any eight)* :** 0.5×8=4.0

(i) Currect level of post harvest loss in fruit & vegetable in India is around :

(a) 5-10% (b) 15-20% (c) 25-30 % (d) 35-40%

(ii) Currect level of processing of fruit & vegetable in India is around :

(a) 2.5% (b) 5% (c) 10%. (d) 20%

(iii) Current number of Corporate Seed Firms in India is around :

(a) 100 (b) 500 (c) 1000 (d) 2000

(iv) Which one is the leading tea-processing firm in India?

(i) Hindusthan Unilever (b) Tata Tea (c) Goodricke (d) Duncans Industry

(v) Which phase of project is likely to have the greatest amount of its funding spent ?

(a) Initiating (b) Executing (c) Planning (d) Closeout

(vi) Management is basically ....

(a) An arts (b) A science (c) Both arts and science (d) Neither arts nor science

(vii) Which is said to be the life blood of any business firm ?

(a) Marketing (b) Finance (c) Branding (d) Quality Control

(viii) Which is an essential component in a pesticide label ?

(a) Weight/Volume (b) Manufacturing/Expiry (c) Toxicity Logo (d) All of the above

(ix) The colour of FPO mark in vegetarian processed food package is :

(a) White (b) Yellow (c) Green (d) Brown

(x) Which factor influences Brand loyalty ?

(a) Product quality (b) After sale service (c) Reputation of company (d) All of the above

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Part - II

(Descriptive Type)

Time : 100 Minutes **Full marks : 30**

Questions are of value as indicated in the margin

Answer *any four* questions from the following :

4. Define agri-business management. Briefly discuss the nature of successful agri-business. Name four emerging areas of agri-business sector in India. 2+3.5+2=7.5

5. Define marketing management. What is marketing mix? Briefly discuss the 5P concept of marketing mix. 2+1+4.5=7.5

6. What do you mean by the term 'Financial Statement' of a firm? How Cash flow Statement is different from Net-worth Statement and Income Statement? Enumerate important components of Net-worth Statement, Income Statement and Cash Flow Statement. 1+2+4.5=7.5

7. What is food industry and how it is different from agro-industries? Enumerate five important policy changes, since 1991, for promoting agro-processing industries in India. Briefly discuss six major constraints to the development of fruit and vegetable processing industry in India. 2+2.5+3=7.5

8. Define Project & Project Life Cycle. What is project appraisal? How it is different from project evaluation? With hypothetical examples explain the concept and usefulness of discounting and compounding in project appraisal and project evaluation. 2+1+1+3.5=7.5

9. Write short notes on (**any three**) : 2.5×3=7.5

   (a) Branding and Packaging

   (b) Market survey and Demand Forecasting

   (c) Pricing Startegies

   (d) Procedures to set up agro-based industry in Inia

   (e) Seed Industry in India