

B.Sc. (Honours) Agriculture Semester-IV Examination, 2019**Course No: AEC-222 (Agribusiness Management)**

Signature of Centre Superintendent

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

Student Index No. _____ Regn. No. _____ of _____

Time : Two Hours**Full marks : 50**

Questions are of value as indicated in the margin

Part - I
(Objective and Short Answer Type)
(Use only ball point pen)**Time : 30 minutes****Full marks : 20****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 the following statements :**0.5×5=2.5**

- a) Strategic planning has a time span of less than one year. ☐
- b) Directing is a part of functional areas of management. ☐
- c) A project has a definite starting and ending point. ☐
- d) Promotion is not an element of 5P's of marketing mix. ☐
- e) Price skimming is a pricing strategy where the initial price is set at lower level. ☐

2. Tick (✓) the correct alternatives:**0.5×5=2.5**

- a) A plan of action for a business is known as a : i) Balance sheet ii) Cash flow statement
iii) Budget iv) Financial statement
- b) Solvency of a business can be determined by evaluating the :
i) Cash flow statement ii) Debt to equity ratio iii) Price to earnings ratio iv) Net income
- c) Which of the following business types allows the most liability protection for the owners?
i) Partnership ii) Sole proprietorship iii) Corporation iv) Partnership
- d) Agri-business includes business of
i) Agricultural products ii) Agricultural inputs iii) Both i) and ii) iv) None of the above
- e) Segmentation means division of
i) Markets ii) Products iii) Producers iv) None of the above

3. Fill up the blanks with most appropriate words :**0.5×5=2.5**

- a) The processing function adds _____ to the product by changing the raw material into a finished form.
- b) Agro based industries is a group of industries classified based on _____.
- c) Democratic style is a form of _____.
- d) Balance sheet is a kind of _____ statement.
- e) Management is a process of get things done by _____.

P.T.O.

4. Write down the full form of the followings:

0.5×5=2.5

a) PEST

b) SWOT

c) APEDA

d) NABARD

e) SEZ

B.Sc. (Honours) Agriculture Examination, 2019

Semester-IV

Course No: AEC-222

(Agribusiness Management)

Part - II

(Descriptive Type)

Time : 90 Minutes

Full marks : 30

Questions are of value as indicated in the margin

Answer *any four* questions

5. What do you mean by agribusiness? Briefly discuss the scope and importance of agribusiness in the Indian economy. 2.5+5=7.5
 6. What is planning? What are the main objectives of planning? Discuss the basic steps involved in management planning process. 2+1.5+4=7.5
 7. What do you mean by agro-industry? What are the classifications of agro-industries? Briefly discuss the classification of industries based on raw materials and final products. Discuss the features of any none major agro-industry. 1+2+2+2.5=7.5
 8. What is directing? How is it different from controlling? Describe the different forms of leadership style in brief. 1.5+2+4=7.5
 9. What do you mean by PLC? Who gave this concept? Briefly discuss the various stages of PLC Model along with strategies. 2+1+4.5=7.5
 10. Define project. Discuss various stages of project cycle in brief. How IRR is different from BCR? Discuss various dimensions of Project Appraisal. 1+2+2+2.5=7.5
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