

B.Sc. (Ag.) Honours Semester-V Examination, 2016
Course No.: AEC-311
(Fundamentals of Farm Business Management
including Product Development, Appraisal and Monitoring)
(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 the following statements (any eight): **0.5×8=4.0**

- i. The term marketing mix was coined by Nel Borden.
- ii. Licensing Raj is still prevailing in case of Sugar Industry.
- iii. Golden tag is meant for certified seed bags.
- iv. Penetration pricing has a relatively low entry price.
- v. A project should be rejected if IRR is less than the cost of capital.
- vi. Contract farming is officially allowed in West Bengal.
- vii. India is the largest producer of Chemical Fertilizer 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.
- x. Marketing is said to be the life blood of any business firm.

2. Expand the following (any six): **0.5×6=3.0**

- i. GST =
- ii. IRR =
- iii. NRV =

PTO

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Part - II
(Descriptive Type)

Time: 100 Minutes

Full Marks: 30

Questions are of value or as indicated in the margin

Answer *any four* questions from the following:

4. Define agri-business management. Briefly enumerate the basic management functions of a business firm. Write a brief note on growth of agri-business sector in India during post-WTO period. 2+2.5+3=7.5
5. Define marketing management. What is marketing mix and who coined this term? Briefly discuss the 5P concept of marketing mix. 1.5+1.5+4.5=7.5
6. What do you mean by the term 'Financial Statement' of a firm? How Income Statement is different from Net-worth 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? Briefly discuss the salient features of seed industry in India. Enumerate major constraints faced by the seed industry and specific policy changes, since 1991, for promoting seed industry in India. 1+2.5+2+2=7.5
8. Define Project & Project Life Cycle. What is project appraisal? How it is different from project evaluation? What are the various dimensions of project appraisal or project evaluation? Enumerate various tools used in economic appraisal of a project. 2+1+1+1.5+2=7.5
9. Write short notes on ***any five*** of the following: 1.5×5=7.5
 - a. Procedure to set up agro-based industry in India
 - b. Benefit Cost Ratio
 - c. Pricing Strategies
 - d. Tea Industry in India
 - e. Internal Rate of Return
 - f. Sales Promotion Strategies
 - g. Contract Farming
 - h. Sugar Industry in India

iv. HACCP =

v. FSSAI =

vi. FDI =

vii. PPV & FR =

viii. FPO =

3. Tick (✓) the correct alternative (any six):

0.5×6=3.0

i. The FSSAI Authority was created in

- a. 1991 b. 2001 c. 2005 d. 2011

ii. Ending prices with Rs. 99/- instead of Rs. 100/- is called :

- a. Price lining b. Prestige pricing c. Psychological pricing d. None of these

iii. Which one is a leading seed producing firm in India?

- a. PPCL b. Mahyco c. Goodricke d. Pepsico

iv. Which phase of the project is likely to have the greatest amount of its funding spent?

- a. Initiating b. Executing c. Planning d. Closeout

v. Management is basically....

- a. An arts b. A science c. Both arts and science d. Neither arts nor science

vi. Which is an essential component in a pesticide label?

- a. Weight/Volume b. Manufacturing/Expiry c. Toxicity Logo d. All of the above

vii. The colour of FPO mark in vegetarian processed food package is:

- a. White b. Yellow c. Green d. Brown

viii. Which factor influences Brand loyalty?

- a. Product quality b. After sale service c. Reputation of company d. All the above