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MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester	: VI (New)	Term	: II	Academic Year	: 2010-11
Course No.	: ECON 365	Title	: Agri-Business Management		
Credits	: 2 (1+1)				
Day & Date	: Thursday, 21.04.2011	Time	: 09.00 to 11.00	Total Marks	: 40

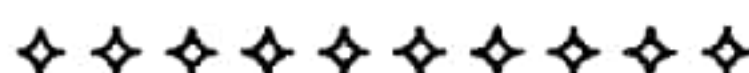
- Note :
1. Solve ANY EIGHT questions from SECTION "A".
 2. All questions from SECTION "B" are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagrams wherever necessary.

SECTION "A"

- Q.1 What do you mean by agribusiness? Explain the systems for agribusiness.
- Q.2 Define management and discuss the role of management in agribusiness.
- Q.3 Define marketing mix. structure. Explain 4 Ps of marketing.
- Q.4 Enlist the steps in planning process. Explain any two steps.
- Q.5 What is motivation? State and explain the types of motivation.
- Q.6 What do you mean by marketing management? Elaborate on the concepts of marketing.
- Q.7 Discuss the different phases in project cycle.
- Q.8 Define organization structure. State and explain the purposive creation.
- Q.9 What is corporation? Explain basic steps applied in forming a farm corporation.
- Q.10 Write short notes (Any two):
- | | |
|-----------------|---------------|
| 1) Controlling | 2) Leadership |
| 3) Price policy | |

SECTION "B"

- Q.11 Define the followings:
- | | |
|---------------------------|-------------------|
| 1) Directing | 3) B.C.Ratio |
| 2) Marketing segmentation | 4) Payback period |
- Q.12 Elaborate the abbreviations:
- | | |
|--------|---------|
| 1) NSP | 3) SFCI |
| 2) NSC | 4) CSCB |



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MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2011-12
Course No. : ECON 365	Title : Agri-Business Management	
Credits : 2 (1+1)		
Day & Date : Thursday, 26.04.2012	Time : 09.00 to 11.00	Total Marks : 40

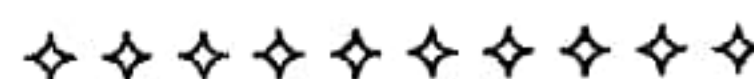
- Note :**
1. Solve ANY EIGHT questions from SECTION "A".
 2. All questions from SECTION "B" are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagrams wherever necessary.

SECTION "A"

- Q.1 What do you mean by Agribusiness? Describe the scope of Agribusiness.
- Q.2 What is Management? Explain the role of management.
- Q.3 Define planning. State the functions of planning.
- Q.4 What do you mean by market segmentation? Describe the role of market segmentation.
- Q.5 What is project? Describe the phases in project life cycle.
- Q.6 What is project appraisal? Explain the discounted measures of project appraisal.
- Q.7 What do you mean by directing? State and explain the objectives of directing.
- Q.8 What is motivation? Describe the theories of motivation used for motivating the people.
- Q.9 What do you mean by organizing? State the characteristics of partnership.
- Q.10 Write short notes (Any Two)
- 1) Balance sheet
 - 2) Profit and loss statement
 - 3) Pricing policy

SECTION "B"

- Q.11 Define the following term.
- 1) Authority
 - 2) Staffing
 - 3) Communication
 - 4) Controlling
- Q.12 State True or False.
- 1) In agribusiness, the ultimate goal of manager is to seek maximum profit.
 - 2) Compounding is a process by which present value of future income can be determined.
 - 3) Income statement always shows the financial situation at a point of time.
 - 4) Product decisions should be based on life cycle of the project.



**MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION**

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2012-13
Course No. : ECON 365	Title : Agri-Business Management	
Credits : 2 (1+1)		
Day & Date : Thursday, 18.04.2013	Time : 09.00 to 11.00	Total Marks : 40

- Note :**
1. Solve **ANY EIGHT** questions from **SECTION "A"**.
 2. All questions from **SECTION "B"** are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagrams wherever necessary.

SECTION "A"

- Q.1 Define Agri-Business and explain different sector of Agri-Business.
- Q.2 Explain Mallows theory hierarchy of motivation.
- Q.3 Explain profit and loss statement.
- Q.4 Define marketing and explain different concepts of marketing.
- Q.5 Explain importance of Agro based industries and classification of Agro based industries.
- Q.6 What is marketing mix? Explain the 4Ps of marketing.
- Q.7 Define Project and explain different phases in project cycle.
- Q.8 Write in short about market segmentation and methods of market segmentation.
- Q.9 Explain difference between marketing and selling.
- Q.10 Explain the different steps in planning process.

SECTION "B"

- Q.11 Define the following terms.
 - 1) Corporation
 - 2) Manager
 - 3) Directing
 - 4) Authority
- Q.12 Fill in the blanks.
 - 1) _____ is a form of every human association for the attainment of a common purpose.
 - 2) _____ is the obligation to see a task through to completion.
 - 3) _____ are those items that are held for sale in the ordinary course of business.
 - 4) _____ is summary of business owns and owes and of the investment that the owner have made in business.



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MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2013-14
Course No. : ECON 365	Title : Agri-Business Management	
Credits : 2 (1+1)		
Day & Date : Wednesday, 30.04.2014	Time : 09.00 to 11.00	Total Marks : 40

- Note :**
1. Solve ANY EIGHT questions from SECTION "A".
 2. All questions from SECTION "B" are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagrams wherever necessary.

SECTION "A"

- Q.1 What is Agri- business? Explain in detail the structure of Agri- business.
- Q.2 Elaborate the concept of Management and state its elements.
- Q.3 What do you mean by Organisation? Explain the purpose of organisation in an enterprise.
- Q.4 Define Marketing Mix and explain 4 P's of marketing.
- Q.5 What is planning? Explain the steps involved in planning process.
- Q.6 What is product life cycle? Explain in detail the stages of product life cycle.
- Q.7 What do you mean by project? Explain phases of project cycle.
- Q.8 Enlist the measures of project appraisal and explain any two discounted measures.
- Q.9 Explain the procedure to set up and agro-based industry and state its importance.
- Q.10 Write short notes on (Any Two)
 - 1) Motivation
 - 2) Order
 - 3) Balance sheet

SECTION "B"

- Q.11 Define the following terms.
 - 1) Budget
 - 2) Co- ordination
 - 3) Staffing
 - 4) Directing
- Q.12 Fill in the blanks.
 - 1) NPW is _____ measure of project appraisal.
 - 2) The _____ proprietor receives the rewards or penalties of good management directly.
 - 3) Expenditure on controlling the pollution problem is _____ cost.
 - 4) The efficiency of the firm in selling in its product is worked out by _____ ratio.

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MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2014-15
Course No. : ECON 365	Title : Agri-Business Management	
Credits : 2 (1+1)		
Day & Date : Monday, 11.05.2015	Time : 09.00 to 11.00	Total Marks : 40

- Note :
1. Solve ANY EIGHT questions from SECTION "A".
 2. All questions from SECTION "B" are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagrams wherever necessary.

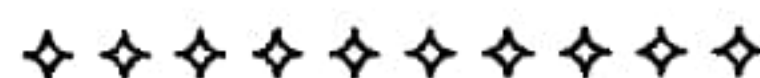


SECTION "A"

- Q.1 What do you mean by Agri-Business? Explain the system of Agri-Business.
- Q.2 What do you mean by Planning? Enlist the steps in planning process and explain any two.
- Q.3 What do you mean by balance sheet? Explain the precautions in preparing the balance sheet of business farm.
- Q.4 What is management? Explain the function of management.
- Q.5 Define project. Discuss the different phases in project cycle.
- Q.6 Discuss the need and importance of agro based industries.
- Q.7 What do you mean by marketing mix? Describe the 4 Ps of marketing.
- Q.8 Define directing and enlist the objectives of directing.
- Q.9 Write short notes on (Any two).
- 1) Organization
 - 2) Communication
 - 3) Methods of project appraisal
- Q.10 Define Product life cycle. Discuss the stages of product life cycle.

SECTION "B"

- Q.11 Define the following terms.
- 1) Co-operative
 - 2) Controlling
 - 3) Leadership
 - 4) Segmentation
- Q.12 State True or False.
- 1) All management decision is not based on forecast.
 - 2) The planning is necessity for consistently achieving success.
 - 3) Food and fiber are not daily requirement of every human being.
 - 4) A good communicator and an effective motivator are the characteristics of an effective manager.



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