



Faculty of Agriculture

End Semester Examination May 2025

AG3EL01 Agribusiness Management

Programme	:	B. Sc. (Hons.)	Branch/Specialisation	:	AG
Duration	:	3 hours	Maximum Marks	:	50

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))					Marks	CO	BL
Q1.	What is the main objective of agribusiness?				1	1	2
	<input type="radio"/> Increase agricultural production	<input checked="" type="radio"/> Transform agriculture into a profitable enterprise					
	<input type="radio"/> Reduce the use of technology in farming	<input type="radio"/> Limit the role of stakeholders					
Q2.	Which of the following is a key component of the agribusiness system?				1	1	1
	<input type="radio"/> Farmers	<input type="radio"/> Input suppliers					
	<input type="radio"/> Processors and traders	<input checked="" type="radio"/> All of these					
Q3.	Which of the following is the first step in setting up an agro-based industry?				1	2	1
	<input checked="" type="radio"/> Market research	<input type="radio"/> Business environment analysis					
	<input type="radio"/> Financial planning	<input type="radio"/> Production planning					
Q4.	PEST analysis is used to analyze which factors affecting agribusiness?				1	2	2
	<input checked="" type="radio"/> Political, Economic, Social, and Technological	<input type="radio"/> Production, Employment, Sales, and Trade					
	<input type="radio"/> Processing, Export, Storage, and Transportation	<input type="radio"/> Price, Energy, Supply, and Trade					
Q5.	What is the first step in the business planning process?				1	3	1
	<input type="radio"/> Budgeting	<input checked="" type="radio"/> Setting objectives					
	<input type="radio"/> Hiring employees	<input type="radio"/> Selecting suppliers					
Q6.	Budgeting in agribusiness planning involves:				1	3	2
	<input type="radio"/> Controlling market fluctuations	<input type="radio"/> Eliminating competition					
	<input type="radio"/> Reducing the cost of inputs	<input checked="" type="radio"/> Estimating future financial needs					
Q7.	What is included in the marketing mix?				1	4	2
	<input type="radio"/> People, Politics, Production, Profit	<input type="radio"/> Cost, Competition, Capital, Control					
	<input checked="" type="radio"/> Product, Price, Place, Promotion	<input type="radio"/> Storage, Sales, Subsidy, Stock					
Q8.	Financial management in agribusiness involves:				1	4	2
	<input type="radio"/> Increasing product prices	<input checked="" type="radio"/> Managing capital and financial resources					
	<input type="radio"/> Expanding government subsidies	<input type="radio"/> Reducing production					
Q9.	The Product Life Cycle (PLC) consists of how many stages?				1	5	1
	<input type="radio"/> 2	<input type="radio"/> 4					
	<input type="radio"/> 6	<input checked="" type="radio"/> 5					

Q10. Project appraisal includes:

1 5 2

- ☒ Evaluating the feasibility of a project ☐ Increasing government subsidies
☐ Enhancing labor laws ☐ Reducing agricultural imports

Section 2 (Answer all question(s))

Marks CO BL

Q11. Define agribusiness management.

1 1 1

Rubric	Marks
Define agribusiness management.	1

Q12. What are the distinctive features of agribusiness management?

3 1 2

Rubric	Marks
What are the distinctive features of agribusiness management?	3

Q13. (a) Explain the importance of agro-based industries.

4 1 2

Rubric	Marks
Explain the importance of agro-based industries.	3
Impact on economic growth.	1

(OR)

(b) Classify different types of agro-based industries with examples.

Rubric	Marks
Classify different types of agro-based industries.	3
Example of agro-based industries.	1

Section 3 (Answer all question(s))

Marks CO BL

Q14. Define agri-value chain.

1 2 1

Rubric	Marks
Define agri-value chain.	1

Q15. Differentiate between PEST and SWOT analysis.

3 2 2

Rubric	Marks
Differentiate between PEST and SWOT analysis.	3

Q16. (a) What are the major challenges in establishing agro-based industries?

4 2 2

Rubric	Marks
What are the major challenges in establishing agro-based industries?	4

(OR)

(b) What are the major constraints in setting up agro-based industries? How can they be addressed?

Rubric	Marks
What are the major constraints in setting up agro-based industries, and how can they be addressed?	4

Section 4 (Answer all question(s))

Marks CO BL

Q17. Define planning. What are the components of a business plan?

3 3 1

Rubric	Marks
Define planning.	1
What are the components of a business plan?	2

Q18. (a) Discuss the importance of goal setting in agribusiness planning.

5 3 2

Rubric	Marks
Discuss the importance of goal setting in agribusiness planning.	5

(OR)

(b) Explain the process of planning and implementation in agribusiness management.

Rubric	Marks
Explain the process of planning.	3.5
Implementation of planing in agribusiness management.	1.5

Section 5 (Answer all question(s))

Marks CO BL

Q19. What is financial management?

2 4 1

Rubric	Marks
What is financial management?	2

Q20. Define capital management.

2 4 1

Rubric	Marks
Define capital management.	2

Q21. (a) Discuss the role of capital and financial management in agribusiness growth.

4 4 2

Rubric	Marks
Discuss the role of capital management in agribusiness growth.	2
Discuss the role of financial management in agribusiness growth.	2

(OR)

(b) Describe the importance of motivation and leadership in agribusiness.

Rubric	Marks
Describe the importance of motivation in agribusiness.	2
Describe the importance of leadership in agribusiness.	2

Section 6 (Answer any 2 question(s))

Marks CO BL

Q22. What are the different stages of the product life cycle?

4 5 2

Rubric	Marks
What are the different stages of the Product Life Cycle?	4

Q23. Explain the process of project formulation and implementation.

4 5 3

Rubric	Marks
Explain the process of project formulation and implementation.	4

Q24. Explain the importance of project management in agribusiness and describe the project cycle.

4 5 3

Rubric	Marks
Explain the importance of project management in agribusiness.	2
Describe the project cycle.	2
