

# Faculty of Agriculture

## End Semester Examination May 2025

### AG3EL01 Agribusiness Management

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

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

<b>Section 1 (Answer all question(s))</b>				<b>Marks CO BL</b>
<b>Q1.</b> What is the main objective of agribusiness?				1    1    2
<input type="radio"/> Increase agricultural production	<input 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			
<b>Q2.</b> 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			
<b>Q3.</b> 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			
<b>Q4.</b> 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			
<b>Q5.</b> 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			
<b>Q6.</b> 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			
<b>Q7.</b> 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			
<b>Q8.</b> 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			
<b>Q9.</b> 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))

**Q11.** Define agribusiness management.

Marks CO BL  
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))

**Q14.** Define agri-value chain.

Marks CO BL  
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 planning in agribusiness management.	1.5

### Section 5 (Answer all question(s))

Marks CO BL

2 4 1

**Q19.** What is financial management?

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

4 5 2

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

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

<b>Rubric</b>	<b>Marks</b>
Explain the importance of project management in agribusiness.	2
Describe the project cycle.	2

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