

Total No. of Questions: 6

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Enrollment No.....



**Faculty of Agriculture**  
**End Sem Examination May-2024**  
**AG3EL01 Agribusiness Management**

Programme: B.Sc. (Hons.)    Branch/Specialisation: Agriculture

**Duration: 3 Hrs.****Maximum Marks: 50**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Agribusiness management is always \_\_\_\_\_. **1**  
 (a) Business oriented (b) Market oriented  
 (c) Farmers choice (d) None of these
- ii. The term agribusiness was coined first in 1857 by \_\_\_\_\_. **1**  
 (a) Gold Berg (b) Davis  
 (c) Both (a) and (b) (d) None of these
- iii. Which of the following is not a function of management? **1**  
 (a) Planning (b) Staffing  
 (c) Co-operation (d) Controlling
- iv. In SWOT analysis O stands for \_\_\_\_\_. **1**  
 (a) Operation (b) Opportunity  
 (c) Opponent (d) None of these
- v. \_\_\_\_\_ are the vehicles for messages with proper direction from top to bottom of an organization. **1**  
 (a) Motivation (b) Orders (c) Control (d) Co-ordination
- vi. It is considered as the BRAIN in the body of management skills- **1**  
 (a) Motivation (b) Orders (c) Control (d) Co-ordination
- vii. Balance sheet is also known as \_\_\_\_\_. **1**  
 (a) Profit and loss statement (b) Net worth Statement  
 (c) Budget statement (d) Farm expense statement
- viii. Income expenditure statement is also known as \_\_\_\_\_. **1**  
 (a) Profit and loss statement (b) Net worth statement  
 (c) Budget statement (d) Farm expense statement

- ix. Second stage of PLC is \_\_\_\_\_. **1**  
 (a) Introduction (b) Maturity  
 (c) Growth (d) Decline
- x. Preparation of project is \_\_\_\_\_ phase of project cycle. **1**  
 (a) First (b) Second (c) Third (d) Fourth
- Q.2 i. Define Agri-business. **1**  
 ii. Write the importance of Agri-business in Indian economy. **2**  
 iii. Mention the scope of Agri-business. **5**
- OR iv. Explain the need of Agro-based-industry. **5**
- Q.3 i. What are the elements of good management? **1**  
 ii. Write the concept of management. **3**  
 iii. There is a procedure to set up Agro-based industry. Explain the procedure in proper order. **4**
- OR iv. Explain SWOT in detail. **4**
- Q.4 i. Write the meaning and definition of planning. **2**  
 ii. Why planning is important? **6**
- OR iii. What are the characteristics of planning? **6**
- Q.5 i. Mention the purpose of an organization. **2**  
 ii. Write the definition of motivation. **2**  
 iii. Define staffing. What is the process of selection in staffing? **4**
- OR iv. Describe about the income statement with example. **4**
- Q.6 Write short note on any two: **4**  
 i. PLC **4**  
 ii. Undiscounted techniques for project appraisal and evaluation **4**  
 iii. Project cycle **4**

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## Marking Scheme

### Agribusiness Management (T) - AG3EL01 (T)

Q.1	i)	Agribusiness management is always.....	1
		a. Business Oriented	
		<b>b. Market Oriented</b>	
		c. Farmers choice	
		d. None of the above	
	ii)	The term agribusiness coined by first in 1857 by	1
		a. Gold berg	
		b. Davis	
		<b>c. Gold berg and Davis</b>	
		d. None of these	
	iii)	Which of the following is not a function of management?	1
		a. Planning	
		b. Staffing	
		<b>c. Co-operation</b>	
		d. Controlling	
	iv)	In SWOT analysis O stands for.....	1
		a. Operation	
		<b>b. Opportunity</b>	
		c. Opponent	
		d. None of these	
	v)	..... are the vehicles for messages with proper direction from top to bottom of an organization.	1
		a. Motivation	
		<b>b. Orders</b>	
		c. Control	
		d. Co-ordination	
	vi)	It is considered as the BRAIN in the body of management skills	1
		a. Motivation	
		b. Orders	
		c. Control	
		<b>d. Co-ordination</b>	
	vii)	Balance sheet is also known as.....	1
		a. Profit and Loss statement	
		<b>b. Net Worth Statement</b>	
		c. Budget Statement	
		d. Farm expense Statement	
	viii)	Income statement is also known as.....	1

		<b>a. Profit and Loss statement</b>	
		b. Net Worth Statement	
		c. Budget Statement	
		d. Farm expense Statement	
	ix)	Second stage of PLC is.....	1
		a. Introduction	
		b. Maturity	
		<b>c. Growth</b>	
		d. Decline	
	x)	Preparation of project is .....phase of project cycle.	1
		a. First	
		<b>b. Second</b>	
		c. Third	
		d. Fourth	
Q.2	i.	Define Agri-business?	1
	ii.	Write the importance of Agri-business in Indian economy?	2
		4 points 0.5 each	
	iii.	Mention the scope of agri-business	5
		7 to 10 points	
OR	iv.	Explain the need of Agro-based-industry.	5
		Need – 10 points 0.5 each	
Q.3	i.	What are the elements of good management?	1
	ii.	Write the concept of management?	3
		Main – 1.5 Marks	
		Subsidiary – 1.5 Marks	
	iii.	There is a procedure to set up agro-based industry. Explain the procedure in proper order.	4
		10 steps – 0.5 each	
OR	iv.	Explain SWOT in detail?	4
		4 points – 1 each	
Q.4	i.	Write the meaning and definition of planning?	2
	ii.	Why planning is important?	6
		10 to 12 points	
OR	iii.	What are the characteristics of planning?	6
		6 points – 1 each	
Q.5	i.	Mention the purpose of an organization?	2
	ii.	Write the definition of Motivation?	2
	iii.	Define staffing. What is the process of selection in staffing?	4
		Definition – 2 Marks	

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OR	iv.	Process – 2 Marks	4	
		Describe about the income statement.		
		Definition – 1 Marks		
		Elements – 2 Marks		
		Table - 1		
Q.6	i.	Attempt any two:	4	
		PLC.		
		4 stages – 1 mark each		
		ii. Undiscounted techniques for project appraisal and evaluation.		4
		4 techniques – 1 each		
iii.	Project cycle in detail?	4		
		5-7 steps		