

17454

14115

3 Hours / 100 Marks

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
(2) Illustrate your answers with neat sketches wherever necessary.
(3) Figures to the right indicate full marks.
(4) Assume suitable data, if necessary.
(5) Use of Non-programmable Electronic Pocket Calculator is permissible.
(6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. Attempt any FIVE of the following: 20
- a) Define Agribusiness. What are the aspects of agricultural business?
 - b) Define planning. State the objectives of planning process.
 - c) Write the advantages and disadvantages of proprietorship.
 - d) What are the different ideas for managing and motivating people?
 - e) State the importance of financial statement.
 - f) State the need, classification and types of Agro-based industries.
 - g) Differentiate between marketing and selling.

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- 2. Attempt any TWO of the following:** **16**
- a) Explain the following system of Agribusiness:
 - (i) processing manufacturing sector
 - (ii) agricultural input sector.
 - b) What are the different types of farming. Explain in detail.
 - c) Discuss the steps in planning. Write the characteristics of sound plan.
- 3. Attempt any TWO of the following:** **16**
- a) What are the different types of corporation? State characteristics of corporation and explain it.
 - b) Explain Maslow's need hierarchy theory.
 - c) How balance and income statement is prepared? Explain with suitable example.
- 4. Attempt any TWO of the following:** **16**
- a) Define and explain the following terms:
 - (i) Capital turnover ratio
 - (ii) Rate of return on investment
 - (iii) Net farm income
 - (iv) Net return to total capital.
 - b) What are the different types of partnership? State their advantages and disadvantages.
 - c) What are the factors to be considered while studying sugar industry and dal mills.

5. Attempt any TWO of the following: 16

- a) Explain the importance of agriculture in India's economy with respect to:
 - (i) fertilizer and chemicals
 - (ii) machinery and equipments.
- b) Define organization. Explain the organization structure used in agriculture business.
- c) What is market segmentation? Explain four points of marketing.

6. Attempt any FOUR of the following: 16

- a) Describe any four financial ratios with its uses.
 - b) Write the objectives of price policy.
 - c) Write a note on 'e-marketing'.
 - d) Compare Govt. sector and co-operative society.
 - e) Discuss the steps in selecting the right person in agricultural industry.
 - f) Define marketing efficiency. What are constraints in Agro industry?
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