

17454

21415

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) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. Answer any FIVE of the following:

20

- What is planning? State functions of planning.
- State meaning and importance of Agribusiness.
- List characteristics of 'sound plan'.
- Explain importance of financial management.
- Differentiate between marketing and selling.
- Write objectives of directing.
- How are agro - based industries classified?

P.T.O.

- 2. Answer any TWO of the following:** **16**
- a) (i) Importance of farming.
 - (ii) Differentiate between contractual and community farming.
 - b) Write components of Agricultural input sector. Explain role of
 - (i) machinery and equipments
 - (ii) fertilisers and chemicals.
 - c) (i) Define sole proprietorship. 2
 - (ii) Explain its advantages and disadvantages. 6
- 3. Answer any TWO of the following:** **16**
- a) (i) Explain concept of 'balance sheet' with examples.
 - (ii) Describe preparation of a balance sheet.
 - b) Explain:
 - (i) Marketing mix
 - (ii) 4 'P's of marketing.
 - c) (i) Write characteristics of corporation. 3
 - (ii) Explain tax aspects and continuity of operation. 5
- 4. Answer any TWO of the following:** **16**
- a) Explain Maslow's Need Hierarchy and its relationship with motivation.
 - b) Explain meaning and concept of
 - (i) Controlling
 - (ii) Ordering
 - c) (i) Explain importance of financial ratios.
 - (ii) Explain meaning of:
 - 1) Capital turnover ratio,
 - 2) Rate of return on investment.

- 5. Answer any TWO of the following:** **16**
- a) Draw a layout of a sugar industry or Rice mill. Write various departments and state functions of them.
 - b) Explain:
 - (i) Income statement
 - (ii) Net farm income.
 - c) Explain:
 - (i) Market cost
 - (ii) Marketing efficiency
- 6. Answer any TWO of the following:** **16**
- a) Explain role of supermarkets, mall and restaurants in Agri business. Explain its working principles.
 - b) (i) Explain role of training and development.
 - (ii) Name various training methods. Describe any one.
 - c) (i) Describe steps in planning process. **6**
 - (ii) Explain meaning of 'policies'. **2**
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