

17454

21314

3 Hours / 100 Marks

Seat No.

--	--	--	--	--	--	--	--

- Instructions* – (1) All Questions are *Compulsory*.
(2) Answer each next main Question on a new page.
(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. Attempt any FIVE of the following:** **20**
- a) Role and importance of agricultural business in context with Agricultural Economy.
 - b) State various systems of agricultural business and its meaning.
 - c) Give three aspects of agricultural business structure and its meaning.
 - d) What are the types of farming and give brief note on contract farming.
 - e) State role of processing in agricultural business.
 - f) Write brief note on farm supplies
 - g) Write note on retail marketing structure of agriculture goods.

P.T.O.

2. Attempt any FOUR of the following: 16

- a) Define planning and state the functions of planning.
- b) Brief out various types of plans.
- c) Explain what are the steps involved in planning and state role of gathering facts.
- d) What are the advantages and disadvantages of sole partnership.
- e) State characteristics of corporation and the concept of limited liability.
- f) State in brief the working of co-operative society.

3. Attempt any FOUR of the following: 16

- a) Explain in brief co-operative society structure in Maharashtra and its importance in agricultural business.
- b) What do you mean by Personal Management? Explain importance of training and development of personnel in agricultural business.
- c) Define role of motivation and different factors for motivating people?
- d) Explain in brief the concept of communication and its effective use in controlling and supervision.
- e) Write note on Masllows need hierarchy theory?
- f) What are the different methods of evaluating performance.

4. Attempt any FOUR of the following: 16

- a) Do you agree with a view that sound plan is the key of success in agricultural business.
- b) State importance of setting goals and achieving results in agricultural business.
- c) What are the different statements of accounts used in agricultural business.
- d) Explain importance of preparation of Balance sheet, Income and expenditure statement in agricultural business.
- e) What are the items of income and expenditure shown in the profit and loss account of agricultural business.
- f) What is the net farm income and Return on Investment (ROI)?

5. Attempt any FOUR of the following: 16

- a) Define capital turnover ratio.
- b) State in brief types of Agro based industries.
- c) Write in brief the contribution of co-operative sugar factories in rural economy of Maharashtra state?
- d) State the constraints of Agro industry?
- e) Explain in brief the importance of fruit and vegetable processing industry.
- f) Define marketing and selling and state difference between marketing and selling?

6. Attempt any FOUR of the following:**16**

- a) “Study of future and E marketing is the need of the day” explain.
 - b) Define four points of marketing.
 - c) State the meaning and methods of marketing segmentation?
 - d) State the importance of pricing methods in price policy?
 - e) Define market cost in agricultural business?
 - f) State meaning and importance of marketing mix?
-

17454

21314

3 Hours / 100 Marks
