

Code No:R1642352

R16

Set No. 1

IV B.Tech II Semester Advanced Supplementary Examinations, Aug/Sep - 2022

AGRICULTURAL EXTENSION TECHNIQUES AND BUSINESS

MANAGEMENT

(Agricultural Engineering)

Time: 3 hours

Max. Marks: 70

Question paper consists of Part-A and Part-B

Answer ALL sub questions from Part-A

Answer any FOUR questions from Part-B

PART-A(14 Marks)

1. a) Describe the meaning of communication [2]
- b) What is the mandate of Krishi Vignan Kendra [2]
- c) Define what is management. [2]
- d) What is pay back method [3]
- e) What is international trade [3]
- f) Expand TRIPS [2]

PART-B(4x14 = 56 Marks)

2. a) Explain the models of communication process along with elements and their characteristics [7]
- b) Discuss about the various information tools and sources like internet, cyber cafes, kiosks, video and teleconferencing, kisan call centers and agri-clinics. [7]
3. a) Write the objectives of District Agricultural Advisory and Transfer of Technology Centre's (DAATTC) [7]
- b) Discuss about the adoption & diffusion process and explain the models of adoption process&innovation-decision process. [7]
4. a) Explain about application of management principles in agri business. [7]
- b) Write the importance of management, concepts, functions of management. [7]
5. a) Explain about discounted techniques viz. NPV, BCR, IRR, sensitivity analysis. [7]
- b) Project meaning? Explain project appraisal techniques [7]
6. a) Why WTO is established. Write any ten benefits of WTO [7]
- b) Write comparison between international trade and interregional trade, free trade vs. protectionism [7]
7. a) Enlist the agreements on agriculture Explain export subsidies agreements on sanitary and trade related intellectual property rights (TRIPS). [7]
- b) Write about provisions relate to agreements in agricultural and food commodities [7]

