

School of Agriculture

Agriculture
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - A1UA408B / AGRI2019

Agribusiness Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

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| 1. | Define staffing and directing function. | K1 CO1 (5) |
| 2. | What is management? Give importance of good management. | K1 CO1 (5) |
| 3. | Explain the different types of plans. | K2 CO1 (5) |
| 4. | Interpret procedure to set up agro-based industries. | K2 CO1 (10) |
| 5. | Analyze steps for preparation of project reports. | K4 CO5 (10) |

OR

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| | Analyze the importance of agriculture projects and draw project cycle. | K4 CO5 (10) |
| 6. | Examine the pricing policy and different types pricing method. | K3 CO4 (10) |
| 7. | Apply 4Ps of Marketing for better marketing management. | K3 CO2 (10) |
| 8. | Evaluate preparation of project reports on Dairying. | K5 CO4 (15) |

OR

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| | Evaluate how to prepare report for Poultry set up. | K5 CO4 (15) |
| 9. | Make use of graph explain stages, characteristics and competitive strategies in PLC. | K3 CO2 (15) |
| 10. | Explain financial management of agribusiness: Importance of Financial Statements. | K4 CO3 (15) |