

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
<b>School of Agriculture</b> <b>Back Paper Examination Even Semester (Non - Graduating Batches) – June 2024</b> <b>[Programme: B.Sc. (Hons.) Agriculture ] [Semester: IV ) [Batch: ]</b>				
Course Title: Agribusiness Management		Max Marks: 100		
Course Code: A1UA408B – AGRI2019		Time: 3 Hrs.		
<b>Instructions:</b>	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
<b>SECTION-A (15 Marks)</b>		<b>5 Marks each</b>		
1.	Who are the primary stakeholders involved in the agribusiness sector ?	KL1	CO1	5
2.	Tell primary contributions of the agricultural sector to India's GDP.	KL2	CO1	5
3.	Choose key factors driving the transformation of traditional agriculture into agribusiness	KL1	CO2	5
<b>SECTION-B (40 Marks)</b>		<b>10 Marks each</b>		
4.	Compare segmentation, targeting, and positioning (STP) with example	KL2	CO2	10
5.	Identify the role of agribusiness in addressing challenges such as farmer income disparities in India.	KL3	CO3	10
6.	Develop the importance of agribusiness in the Indian economy.	KL3	CO3	10
7.	Assume marketing mix strategies.	KL4	CO4	10
<b>SECTION-C (45 Marks)</b>		<b>15 Marks each</b>		
8.	Categorise organization staffing, directing and motivation.	KL4	CO4	15
9.	Measure a step-by-step procedure for setting up agro-based industries.	KL5	CO5	15
10	Estimate the role of management functions in shaping and sustaining a positive organizational culture.	KL5	CO5	15