MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hons.) Agriculture

Semester	: V (New)	Term	: I	Academic Year	: 2019-20
Course No.	: ELE ECON 354	Title	: Agri-Business Management		
Credits	: 3 (2+1)				
Day & Date	: Thursday, 14.11.2019	Time	: 14.00 to 17.00	Total Marks	: 70

Note : 1. Solve **ANY EIGHT** questions from **SECTION "A".**
2. All questions from **SECTION "B"** are compulsory.
3. All questions carry equal marks.
4. Draw neat diagrams wherever necessary.

SECTION "A"

Q.1 Explain methods to acquire finance.

Q.2 Explain the legal structure of sole proprietorship in view of meaning, creation, major attractions/advantages and disadvantages.

Q.3 Elaborate in detail the stages of product life cycle.

Q.4 Discuss the components of business plan.

Q.5 Draw a flow diagram of project cycle and explain the project cycle.

Q.6 Write the functions of personnel management.

Q.7 Give detailed the procedure to set up an agro-based industry.

Q.8 Explain the steps in planning process.

Q.9 Discuss in detail the marketing mix.

Q.10 Write short note (Any Two) :

a) Pricing policy
b) Controlling
c) Maslow's need Hierarchy

SECTION "B"

Q.11 Define the following terms.

1) Motivation
2) Leading
3) Staffing
4) Agri business
5) Project
6) Planning
7) Corporation
8) Ordering

Q.12 Give full forms of the following.

1) APEDA
2) PEST
3) NAFFD
4) CFTRI
5) NCUI
6) NCDC
7) NPW
8) IRR

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