

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD PUNE
SEMESTER END EXAMINATION

B.Sc. (Agri.)

Semester : VI (New)	Term : II	Academic Year : 2016-17
Course No. : ECON 365	Title : Agri-Business Management	
Credits : 2 (1+1)		
Day & Date : Tuesday, 02.05.2017	Time : 09.00 to 11.00	Total Marks : 40

- 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 What is Agri-business? Explain in detail the structure of Agri-business.
- Q.2 What do you mean by Organizing? State the characteristics of partnership.
- Q.3 What is Marketing Mix? Explain the 4 P's of marketing.
- Q.4 What is product life cycle? Explain in detail the stages of product life cycle.
- Q.5 What do you mean by market segmentation? Describe the role of market segmentation.
- Q.6 What is meant by planning? Explain the steps involved in planning process.
- Q.7 Enlist the methods of project appraisal and explain any two discounted measures.
- Q.8 Discuss the need and importance of agro-based industries.
- Q.9 What is management? Explain the functions of management.
- Q.10 Write short notes (Any Two).
 - 1) Corporation
 - 2) Balance sheet
 - 3) Manager

SECTION "B"

- Q.11 Define the following terms.
 - 1) Directing
 - 2) Benefit cost ratio
 - 3) Budget
 - 4) Project
- Q.12 Fill in the blanks.
 - 1) NPW is _____ measure of project appraisal.
 - 2) The process by which ideas are transmitted to others for the purpose of affecting a desired result is called _____.
 - 3) A good communicator and an effective motivator are the characteristics of an effective _____.
 - 4) The length of time required to get back the investment on the project is called _____.

