MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION
B.Sc. (Hort.)

Semester	: V (New)				
Course No.	: H/ECON 242	**Term**	: II	**Academic Year**	: 2014-15
Credits	: 2 (2+0)	**Title**	: Horti – Business Management		
Day & Date	: Thursday, 14.05.2015	**Time**	: 14.00 to 17.00	**Total Marks**	: 80

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.

Shri Shiva, College of Horticulture AMRAVATI
Library Department
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SECTION "A"

Q.1 What is project? Discuss in brief about phases in project cycle.

Q.2 What is farm management? Enumerate the principles of farm business- management and explain any one of them.

Q.3 What do you mean by cost? Explain the different types of cost?

Q.4 Write in detail about the cost of cultivation.

Q.5 What is factor product relationship? Explain the types of production function with suitable example.

Q.6 What is farm planning? What are principle characteristics of good farm plan?

Q.7 Write short notes on (Any two).
1) Marketing management
2) Least-cost combination
3) Advantages of farm records and accounts

Q.8 What do you mean by marketing mix? Explain with four Ps of marketing.

Q.9 Enlist and explain the different types of farming?

Q.10 What do you mean by product-product relationship? Discuss the types of enterprise relationship.

SECTION "B"

Q.11 Define the following terms. 25-30

1) Partial Budget
2) Organization
3) Income Statement
4) Break-even point
5) Expansion path
6) Iso-quant
7) Production possibility curve
8) Motivation

Q.12 Fill in the blanks.

1) When total product remains constant, the marginal products will be_____.
2) The added production from each increase in resource input is the same, this is the case of _____ productivity.
3) Annual planning is one of the types of _____ planning.
4) In _____farming individual farmer is the owner, manager and organizer of the farm.
5) _____ function can be explained by response of yield to fertilizer or seeds.
6) _____ represents the points of maximum output from each input, given a fixed amount of other input.
7) _____ is the inverse procedure of compounding.
8) Variable cost are those which vary with the level of _____.

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