MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hort.)

Semester	: VI (New)	Term	: II	Academic Year	: 2016-17
Course No.	: H/ECON 242				
Credits	: 2 (2+0)	Title	: Horti – Business Management		
Day & Date	: Thursday, 04.05.2017	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.

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SECTION "A"

Q.1 What do you mean by product-product relationship? Discuss the types of enterprise relationship.

Q.2 Write in detail about the cost of cultivation.

Q.3 What do you mean by marketing mix? Explain with four P's of marketing.

Q.4 What is project? Discuss in brief about phases in project cycle.

Q.5 Enlist and explain the different types of farming.

Q.6 What is factor-product relationship? Explain the types of production function with suitable example.

Q.7 What is farm management? Enumerate the principles of farm business-management and explain any one of them.

Q.8 What do you mean by cost? Explain the different types of costs.

Q.9 What is farm planning? What are principle characteristics of a good farm plan?

Q.10 Write short notes on (Any two).

1) Advantages of farm records and accounts
2) Marketing management
3) Least-cost combination

SECTION "B"

Q.11 Fill in the blanks.

1) The _____represents the change in total cost for a unit increase in output.
2) The rational stage in production function is_____.
3) _____is that discount rate which just makes the net present value of the cash flow equal to zero.
4) _____farming involves rearing of animals.
5) _____plan is a long term plan.
6) The principle of _____states that each employee should receive orders or interactions from one superior only.
7) _____is an important component of production management.
8) _____reveals the financial position of the firm at a particular point of time.

(P.T.O.)

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Q.12 Define the following terms.

1) Motivation
2) Complete budgeting
3) Iso-cost line
4) Production function
5) Opportunity cost
6) Expansion path
7) Compounding
8) Break- even point

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