MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION
B.Sc.(Hons.) Horticulture

Semester	: **VI (New)**	Term	: **Second**	Academic Year	: **2022-23**
Course No.	: **H/ECON 362**	Title	: **Horti-Business Management**		
Credits	: **2 (2+0)**				
Day & Date	: **Monday, 10.07.2023**	Time	: **14:00 to 17:00 hrs.**	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 diagram wherever necessary.

SECTION 'A'

Q.1 Define production function. Enlist types of production function and explain the product - product relationship.

Q.2 Explain three regions of production estimating APP and MPP for N fertilizer response to yield of tomato using the following data:

N fert. Kg (X)	10	20	30	40	50	60	70	80	90
Yield (TPP)(Y)	50	110	175	225	250	270	275	265	250

Q.3 Enlist principles of farm management and explain any one of them.

Q.4 Explain cost of cultivation and cost of production of pomegranate.

Q.5 Write short notes on (Any Two):

a) Farm records b) Farm management c) Time value of money

Q.6 Enlist types of farming and explain any one of them.

Q.7 Define planning. Enlist steps in planning and explain types of budgeting.

Q.8 Define training. Explain importance and types of training.

Q.9 Define functional areas of management and explain types of inventories.

Q.10 Define project management and explain steps involved in preparation/setting up an agri-business project.

SECTION 'B'

Q.11 Fill in the blanks:

1) Farmers enter into contracts with buyers mainly to overcome_____ risk.
2) The level of output, at which the total cost is _____ to total returns, is termed as break even point.
3) Division of labour is practiced to improve the _____of the labour force.
4) A cash budget is used to determine anticipated _____inflows and outflows.
5) Marketing management refers to distribution of firm's product or service to _____.
6) _____is the line connecting all combinations of two inputs that would produce the same level of output.
7) The least cost combination is indicated by _____of isoquant and iso-cost lines.
8) In Horti-business management, the focus is on _____ of horticulture farms/ orchards/ plantations/ nurseries etc.

(P.T.O.)

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Q.12 State True or False:

1) Job design is an important part, which clears and specifies the tasks to be done.

2) The Farm Manager has overall control over the farm.

3) Directing is the process in which Managers supervise, lead, motivate and communicate with employees for accomplishing organizational goals.

4) Controlling refers to the duty of the Manager to ensure that the employees perform the work as per instructions and plans.

5) Variable capital refers to items bought once and used for a long period of time.

6) Economic cost includes both accounting costs and opportunity costs.

7) Leadership is the art or process of influencing people, so that they will strive.

8) Coefficient of variation (C.V.) is the most rarely used measure of risk.

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