MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE

SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Horticulture

Semester	: VI (New)	Term	: Second	Academic Year	: 2023-24
Course No.	: H/ECON 362	Title	: Horti-Business Management		
Credits	: 2 (2+0)				
Day & Date	: Monday, 29.04.2024	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 What do you mean by Factor-Product relationship? Explain the types of factor-product relationship with suitable examples.

Q.2 a) What do you mean by Farm management? Discuss in brief the scope of farm management.

b) Explain graphically the three stages of production function.

Q.3 Enumerate the basic principles involved in evaluation of farm management and explain any one of them in detail.

Q.4 a) Explain the principle of least cost combination of resources using any one method.

b) Explain the types of product-product enterprise relationships.

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

Q.6 a) Explain in short the concept of compounding and discounting.

b) Discuss the standard cost concepts involved in the cost of cultivation of horticultural crops.

Q.7 Define Project and explain in brief about phases involved in project cycle.

Q.8 a) What do you mean by Farm bookkeeping? State its advantages.

b) Define and explain the types of farm budgeting in brief.

Q.9 a) Define Farm planning. State the principal characteristics of a good farm plan.

b) Explain in brief 4 'P's of marketing mix.

Q.10 Write short notes on (Any Two):

a) Categories of cost

b) Break-even analysis

c) Risk and uncertainty

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SECTION 'B'

Q.11 Fill in the blanks:

1) Farm management is also called as _____.

2) _____ are the border lines which separate complementarily from substitution.

3) _____ is defined as the right to give orders and the power to ensure obedience.

4) _____is the art or process of influencing people, so that they will strive willingly and enthusiastically towards the achievement of organizational goals.

5) _____ type of farm record provides information regarding the profitability of the whole farm business over a given period.

6) _____ refers to identifying and attracting prospective candidates.

7) _____ refers to segregation of labour based on their knowledge, skills and allocating appropriate work to improve the efficiency of the organization.

8) Make or buy decisions are a part of production and _____ management.

Q.12 State True or False.

1) Co-ordination is a process of integration and synchronizing of the activities performed at all levels of the organization and outside the organization to achieve the goals of the organization.

2) Quality control is an important component of production/operations management.

3) The shape of iso-quant curve is concave to the origin.

4) Operation management deals with purchasing and controlling the materials used in the production process.

5) A production possibility curve for lesser units of input would be located closer to the origin and at lower level of production.

6) When marginal cost is greater than average cost, average cost is rising.

7) Transfer is offered to employees to improve their skill and knowledge about the job.

8) HACCP is an excellent guide in scientific inventory management.

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