

**KERALA AGRICULTURAL UNIVERSITY**  
**B.Tech (Food. Engg) 2011 Admission**  
**V<sup>th</sup> Semester Final Examination- December /January -2013**

**Cat. No: Fdsc.3103**

**Title: Entrepreneurship and Agri-Business Management (2+0)**

**Marks: 80**

**Time: 3 hours**

**I Fill up the blanks with the most appropriate words or Phrases**  
**(1x5=5 Marks)**

1. ----- is the final step in Project Management.
2. WTO was formed to take over the functions performed by -----
3. TRIPS stands for .....
4. The WTO Agreement on Agriculture requires replacement of Quantitative Restrictions with .....
5. .... is one state which has not established regulated markets.

**II Give terms/names/list out**  
**(1x5=5 Marks)**

1. Three industrial laws affecting Agri-business concerns.
2. Types of Financial Management decisions.
3. Marketing mix elements.
4. Different types of patents.
5. Introduce something new.

**III Briefly explain/define the following terms**  
**(1x5=5 Marks)**

1. Demarketing
2. Agri-business
3. Project
4. Supply Chain
5. Macro environment

**IV Give brief answers /write short notes on any five**

**(3x5=15 Marks)**

1. Give the role of management in entrepreneurship.
2. How does intellectual property rights affect agri-business?
3. How does Food Safety Act affect agri-processing units?
4. Write a note on value analysis.
5. State the objectives of Financial Management.
6. What are the functions of regulated markets ?
7. Differentiate between trial-run and test marketing

**V Write short essays on any eight of the following.**

**(5x8=40)**

1. Define entrepreneurship and explain the characteristics of an entrepreneur.
2. Explain the functions of WTO.
3. Define Agricultural Marketing and differentiate between marketing of agricultural produce and manufactured goods.
4. What do you mean by regulated markets? Explain the important features of regulated markets.
5. Define marketing research. Discuss its importance for Food Processing Units.
6. Explain different methods for motivating entrepreneurs.
7. Describe the retail arrangements usually followed for processed food items with suitable examples.
8. Discuss the scope for Marketing of Agricultural inputs in India.
9. Define Project appraisal. Explain the different aspects of Project appraisal.
10. Define marketing mix and explain marketing mix elements in brief.

**VI Write a detailed essay on any one of the following**

**(10 Marks)**

1. What do you mean by Project report? Why is it important? Explain its contents.
2. Discuss the opportunities and challenges created by WTO Agreement on Agriculture to Food Processing and Agribusiness Industries.

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