



Fdsc.3103

KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food. Engg.) 2015 Admission
V Semester Final Examination-January-2018
Entrepreneurship and Agribusiness Management (2+0)

Marks: 50
Time: 2 hours
(10x1=10)

I Fill in the Blanks

- 1 An organization is a ----- dynamic system (Open/Closed)
- 2 Motivation Hygiene model is the contribution of ----- (McGregor/Herzberg)
- 3 ----- is more suitable for non repetitive project (PERT/CPM)
- 4 MBO is management by------(Exhaustion/Exception)
- 5 ----- is a paid activity (Advertising/Publicity)

Match the Following

- | | |
|---------------------------|------------|
| 6 Self Actualisation need | a Taylor |
| 7 Scientific Management | b McGregor |
| 8 Theory X and Y | c Maslow |

State True or False

- 9 Selling Focuses on the needs of the buyers.
- 10 Responsibility cannot be delegated.

II Write Short notes on any FIVE of the following

(5x2=10)

- 1 Define Marketing Management in brief.
- 2 Define elements of Production.
- 3 Define Factors of Production Function.
- 4 Define Criteria of Project Selection Site.
- 5 What are Major elements of Project Appraisal.
- 6 Define Food Policy of India in WTO Environment.
- 7 Role of Forecasting in Agri-Business Management and Trade.

III Answer any FIVE of the following.

(5x4=20)

- 1 Discuss Entrepreneurship and its role in Agri-Business Trade.
- 2 Define various types of Industrial Laws and its significance in Agri-Business
- 3 Define various Concept of Financial Management and its importance.
- 4 Explain Various Problem Solving Techniques.
- 5 Explain Different types of Business Laws and its significance in food industry.
- 6 Explain various Environmental Analysis Techniques.
- 7 Define Role of WTO and its significance in food industry.

IV Write an essay on any ONE of the following

(1x10=10)

- 1 Discuss Agriculture and Food Policy of India according to WTO.
- 2 Discuss importance of WTO and its Regulations for Agri-Business Trade.
