

KERALA AGRICULTURAL UNIVERSITY

B.Tech (Agrl.Engg.) 2008 Admission

VIth Semester Final Examination – July 2011– August 2011

Fpme - 3215

Agribusiness Management and Entrepreneurship (3+0)

Max. Marks: 80

Time: 3.00 hours

I. Define the following

10 x 1 = 10

1. Partnership
2. Marketing
3. Franchising
4. Entrepreneur
5. Agro industry
6. Organization
7. Production
8. Enterprise
9. WTO
10. Monitoring

II Write short notes on any ten of the following

10 x 3 = 30

1. Briefly explain the goals of a manager.
2. Explain the characteristics of MBO.
3. Discuss the characteristic feature of a small business.
4. Explain the role of an entrepreneur.
5. What do you understand by public-private partnership?
6. How does a manager's job change with his level in the organization?
7. Briefly discuss the scalar chain hierarchy.
8. How quality control approach differs from profit centre approach?
9. What do you understand by managerial skills?
10. Discuss the interpersonal roles of a manager.
11. Explain the limitations of planning.
12. What do you mean by entrepreneurship dynamics?

III Write short essays on any six of the following

6 x 5 = 30

1. Discuss briefly the four management approaches.
2. Explain the various steps involved in planning.
3. What is the scope of an entrepreneur involved in horticultural products in the post WTO regime?
4. Discuss the factors that would develop entrepreneurial attitude of a firm manager.
5. Briefly explain the characteristics of an agri- business firm.
6. Why small firms are important to the Indian economy?
7. Briefly discuss the planning process and what are some of the criticisms of formal planning
8. What are the four general skills that affect managerial effectiveness?

IV Write a detailed essay on any one of the following

1 x 10 = 10

1. Discuss the various measures and policies initiated by both central and state governments in promoting the small and medium scale industries in India.
2. Explain the current status of Indian farm machinery institutions in India and their involvement in promoting entrepreneurship development skills among the budding entrepreneurs.