KERALA AGRICULTURAL UNIVERSITY
B.Tech. (Agrl. Engg.) 2009 Admission
VIth Semester Final Examination, July /August 2012

Cat. No: Fpme.3215 **Marks: 80**
Title:-Agri Business Management & Entrepreneurship(3 + 0) **Time: 3hours**

I Fill up the blanks/state True or False/Define **(10 x 1=10)**
1. MIS refers to........................
2. The process of attracting the candidate is referred as ....
3. The line of authority in an organization is called as ....
4. The contribution of modern management was given by...............
5. Export can be harnesses as a source of ....growth.
6. Placing the customer at the focal point of your organizations marketing programs is called ....
7. Management is the social process of working with and through others to achieve organizational objectives in a changing environment (T / F).
8. The investment in equipment is more than 10 lakh rupees but does not exceed rupees 2 crores is called as micro service enterprises (T / F).
9. Supervisory management level is above the operatives and below the middle management in an organization (T / F).
10. Planning is the dis –conscious determination of future course of action (T / F).

II Write short notes. (ANY TEN) **(10 x 3=30)**
1. Entrepreneur.
2. Business ethics.
3. Idea Champions.
4. Customer relationship management.
5. Competitor analysis.
6. Business Environment.
7. Quality Circles.
8. Market mix.
9. Agribusiness.
10. Delegation of Authority.
11. GANTT chart.
12. Organization chart.

III Write short essays on (ANY SIX) **(6 x 5=30)**
1. List out the major functions of management.
2. Multinational company.
3. Briefly discuss the scope of agribusiness in India.
4. Narrate the characteristics of agribusiness industries in India?
5. What are the export and import policies of Indian Government and its impact on agribusiness?
6. Explain the different forms of agribusiness organizations and their characteristics.
7. Explain the venture capital financing concepts and purposes.
8. Briefly discuss the steps involved in MBO.

IV Write essay on ANY ONE **(1 x 10=10)**
1. Explain the macro environment variables influencing entrepreneurship development in India?
2. What is SWOT analysis .Explain the principles and applications of SWOT in agribusiness.

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