

KERALA AGRICULTURAL UNIVERSITY

B.Tech (Agrl.Engg) 2010 Admission
VIth Semester Final Examination- June -2013

Cat. No: Fpme.3215

Marks: 80

Title: Agribusiness Management and Entrepreneurship (3+0)

Time: 3 hours

I. Define the following

10 x 1 = 10

1. Management
2. Individual proprietorship
3. Agribusiness
4. Tiny enterprise
5. GATT
6. Quality Circles
7. Joint Venture
8. Planning
9. Motivation
10. Venture capital

II. Write short notes on any ten of the following

10 x 3 = 30

1. Briefly discuss the functions of management
2. Explain the scope of management
3. Discuss the different types of small business in India
4. What is strategic planning and how it is different from operational planning?
5. What are the factors influencing the entrepreneurship?
6. What is the share of India in the export of important food and non food commodities in the international markets?
7. Discuss the three levels of management of an enterprise
8. Why are managers important to an organization's growth and development?
9. Discuss the advantages and disadvantages of a small business enterprise
10. Briefly explain the production management
11. Discuss the philosophy of marketing.
12. What is the need for processing of agricultural commodities?

III Write short essays on any six of the following

6 x 5 = 30

1. What are management challenges?
2. Discuss the principles of management briefly.
3. Why planning, monitoring, evaluation and follow up are important attributes for entrepreneurship development?
4. Explain the four ingredients of marketing mix.
5. Discuss in what way the WTP regime is favorable to the Indian entrepreneurs to accomplish favorable trade in the global market.
6. What is proactive planning and how it differs from reactive planning?
7. Briefly discuss the steps involved in MBO
8. Why smaller firms are important for Indian economy to achieve the enhanced GDP growth?

IV Write a detailed essay on any one of the following

1 x 10 = 10

1. What do you understand by SWOT analysis? Discuss the principles and application of SWOT in a typical Indian firm.
2. Discuss the role and functions of small scale industry in India in promoting the enterprise development.