



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Engg.) 2019 Admission
V Semester Final Examination-January 2022

Fdsc.3103

Entrepreneurship and Agribusiness Management (2+0)

Marks:50
Time: 2hours

I Fill in the blanks

(10x1=10)

1. Father of scientific management is -----.
2. An organization is a ----- dynamic system. (open/closed)
3. ----- refers to the different types of product offered by a firm to its customers.
4. IRR refers to -----.
5. ----- is a paid activity (Advertising/Publicity)
6. PERT is a ----- technique.
7. 'O' stands for ----- in SWOT.

Define

8. Tariff
9. Payback period
10. Retailer

II Write short notes on ANY FIVE of the following

(5x2=10)

1. Define Marketing Management in brief.
2. Define Food Policy of India in WTO Environment.
3. Objectives of Food Safety and Standards Act.
4. Test marketing
5. Ethics in Entrepreneurship
6. List the important consideration in cost-benefit analysis of projects.
7. Public-private partnership / collaboration.

III Answer ANY FIVE of the following

(5x4=20)

1. Characteristics of Small Business.
2. Supply chain management and its components.
3. Discuss the process of MBO.
4. Explain different types of Business Laws and its significance in food industry.
5. What do you mean by financial appraisal and economic appraisal of projects? Differentiate between the two.
6. Define Role of WTO and its significance in food industry.
7. Write about the agricultural input marketing in the country.

IV Write an essay on ANY ONE of the following

(1x10=10)

1. Explain the macro environment variables which influence entrepreneurship development in India. Special reference to skill development programs pertaining to agribusiness management.
2. What is forecasting? Explain its importance. Explain any three forecasting techniques used in business.
