

KERALA AGRICULTURAL UNIVERSITY

B.Tech.Food Engg. 2014 Admission

Vth Semester Final Examination-January 2017

Cat. No: Fdsc. 3103

Title: Entrepreneurship and Agri Business Management (2+0)

Marks: 50

Time : 2 hours

I. Fill up the blanks/ True or False :

(10 x 1=10)

1. Harvard University first used the term ----- during 1955.
2. ----- refers to the process of designing future course of action.
3. Father of scientific management is -----
4. Strategic planning is -----
5. IRR refers to -----
6. The process of taking a creative idea and turning into a useful product or service is -----
7. A wealthy individual who offers financial backing usually in high risk/high reward opportunities is -----
8. 'O' stands for ----- in SWOT.
9. PERT is a ----- technique.
10. The period required for a project to return its investment is known as ----- period.

II. Write short notes/answers on ANY FIVE:

(5x 2=10)

1. Business environment.
2. Ethics in entrepreneurship.
3. Characteristics of SSI.
4. Public-private partnership/collaboration.
5. FDI.
6. Market research.
7. Management Information System.

III Write answers on ANY FIVE:

(5 x 4=20)

1. Write down the nature of the management functions?
2. Write about the agricultural input marketing in the country.
3. What is forecasting and why we need this?
4. Discuss the process of MBO?
5. Characteristics of Small Businesses.
6. What is project appraisal?
7. Supply chain management and its significance?

IV. Write essay on any ONE

(1 x 10=10)

1. Enumerate and discuss the different forms of agribusiness organizations and discuss about the scope for agribusiness in India.
2. Explain the macro environment variables which influence entrepreneurship development in India? Special reference to skill development programs pertaining to agribusiness management
