



KERALA AGRICULTURAL UNIVERSITY
B.Tech. (Food. Engg.) 2017 Admission
V Semester Final Examination-December 2019

Fdsc. 3103

Entrepreneurship and Agri-business Management (2+0)

Marks: 50
Time: 2 hours

I Fill in the Blanks

(10x1=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. The process of taking a creative idea and turning it into a useful product or service is _____.
 6. A wealthy individual who offers financial backing usually in high risk/ high reward opportunities is _____.
 7. 'O' stands for _____ in SWOT.
- State True or False**
8. Planning is the dis-conscious determination of future course of action.
 9. The term 'agribusiness' was first used by John.H.Davis of Harvard University.
 10. The quantitative approach to management includes the application of statistics, information models, and computer simulations.

II Write Short notes on any FIVE of the following

(5x2=10)

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

III Answer any FIVE of the following.

(5x4=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 an essay on any ONE of the following

(1x10=10)

1. Enumerate and discuss the different forms of agri-business organisations and discuss about the scope for agri-business in India.
2. Explain the macro environment variables influence entrepreneurship development in India, Special reference to skill development programs pertaining to agri-business management
