



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Agri. Engg) 2015 Admission
One Time Re- Examination- December-2018

Fpme.3215 Agri-business Management and Entrepreneurship (3+0)

Marks: 50
Time: 2 hours

- I A State True or False** **(10x1=10)**
- 1 Fear can motivate a person.
 - 2 Customers are component of external environment of business.
- Fill up the blanks**
- 3 PPP stands for -----
 - 4 ----- is the process of defining and grouping the activities of the entire process and establishing the authority and relationship among them
- Define**
- 5 Motivation
 - 6 Directing
- Match the following**
- | | |
|------------------------|-------------------------------|
| 7 External environment | a Father of Modern Management |
| 8 Peter Drucker | b Reward |
| 9 Motivation | c Competitors |
- 10 Expand EXIM
- II Write Short notes on any FIVE of the following** **(5x2=10)**
- 1 Why management is important?
 - 2 Problems in exporting agricultural commodities.
 - 3 List out the state government schemes rendered for the entrepreneurs.
 - 4 Components of Macro environment in business.
 - 5 Business opportunities under agroprocessing.
 - 6 List out any four principles of management.
 - 7 Components of Agribusiness.
- III Answer any FIVE of the following.** **(5x4=20)**
- 1 Objectives of Agroprocessing.
 - 2 Disadvantages of venture capital.
 - 3 "MAKE IN INDIA"
 - 4 Reason for analysing business environment.
 - 5 New Trade Theory of International Trade.
 - 6 Scope of social responsibility of business.
 - 7 How do organizations manage competitions in business?
- IV Answer any ONE of the following** **(1x10=10)**
- 1 SWOT analysis for Farm Machinery Industry.
 - 2 Implications of Public Private Partnerships in Agriculture.
