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School of Agriculture
Bachelor of Science Honours in Agriculture
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - A1UA408B - Agribusiness Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Compare segmentation, targeting, and positioning (STP) with example K2 (2)
- 2) Relate agribusiness considered important for the Indian economy K1 (3)
- 3) Explain the key components of financial management in the context of an agribusiness K2 (4)
- 4) Outline the purpose of a SWOT analysis in business K2 (6)
- 5) Identify how agribusiness helps in the diversification of income sources for Indian farmers K3 (6)
- 6) Develop a sample business plan for a start-up agribusiness, including components like mission, goals, strategies, and budget. K3 (9)
- 7) Categorise organization staffing, directing and motivation K4 (8)
- 8) Examine the impact of effective communication on the success of organizational control K4 (12)

OR

Analyse the potential of agribusiness to contribute to food security in the context of India. K4 (12)