

School of Agriculture

Bachelor of Science Honours in Agriculture
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

Sem IV - A1UA408B - AGR12019 - 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) Name the main stages of the project cycle. K1(2)
- 2) Rephrase an example of how segmentation, targeting, and positioning (STP) can be applied in marketing management for an agricultural product. K2(4)
- 3) Illustrate PEST analysis for agricultural business. K2(6)
- 4) Experiment with staffing, directing, and motivation in fostering a positive work environment, enhancing employee performance, and achieving organizational goals. K3(9)
- 5) Make use of institutional support systems, regulatory frameworks, and common challenges faced by entrepreneurs in establishing agro-based industries, considering economic, social, and environmental factors. K3(9)
- 6) Measure a step-by-step procedure for setting up agro-based industries under the current regulatory framework. K5(10)
- 7) Analyze the socio-economic implications of integrating technology and innovation into agribusiness under the New Agricultural Policy K4(12)
- 8) Assess pricing policy for agribusiness products, discussing the advantages and disadvantages of various pricing methods in the agricultural context. K5(15)
- 9) Justify interconnectedness of organizing, leading, supervision, communication, and control in creating a well-coordinated and efficient organizational system K5(15)
- 10) Elaborate the financial statements of a specific agribusiness, identifying areas for improvement. K6(18)