

School of Agriculture

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

Duration : 180 Minutes
Max Marks : 100

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) choose key factors driving the transformation of traditional agriculture into agribusiness K1(2)
- 2) Explain how organization culture impacts management functions, emphasizing communication and decision-making. K2(4)
- 3) Summarise "Agri-value chain" and provide two examples of primary activities within it K2(6)
- 4) Develop the importance of agribusiness in the Indian economy with its significance in a developed nation. K3(9)
- 5) Develop different categories of agro-based industries, considering market dynamics, technological advancements, and policy influences. K3(9)
- 6) Evaluate the role of market segmentation in agribusiness, detailing the process of identifying and targeting specific market segments, and how positioning influences consumer perceptions and preferences K5(10)
- 7) Analyze the considerations in developing a pricing policy for agribusiness products, discussing the advantages and disadvantages of various pricing methods in the agricultural context. K4(12)
- 8) Criticise a financial plan for an agribusiness seeking capital for expansion, including sources of funding and risk management strategies. K5(15)
- 9) Determine the interplay between the elements of the marketing mix in agribusiness, considering product, price, place, and promotion strategies K5(15)
- 10) Create the strengths and weaknesses of a specific agribusiness through a SWOT analysis. K6(18)