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B.E / B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2013

AGRICULTURAL AND IRRIGATION ENGINEERING

EIGHTH SEMESTER

AI 9036 AGRICULTURAL BUSINESS MANAGEMENT

(Regulation 2008)

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Define Agribusiness.
2. What are the advantages of small business organisation?
3. How to maintain quality of the performance of the organisation?
4. What is the need for Staffing in agribusiness?
5. What are the types of seed with respect to agribusiness?
6. Define Management Information System.
7. What is the role of lead bank in Agribusiness?
8. What is the importance of market promotion activities?
9. What is the need for Human Resource Management in Agribusiness?
10. Define ROI.

Part – B (5 x 16 = 80 marks)

11. i. Explain briefly planning, organizing and departmentation of management activities. (16)
 12. a) i. Explain briefly the need, activities and functions of Staffing. (8)
ii. Define Controlling and explain briefly the types, performance evaluation and control techniques. (8)
- OR**
- b) i. Explain briefly about the different types of management approaches. (8)
ii. Explain with a suitable case the application of SWOT analysis in agribusiness. (8)

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13. a) i. Explain briefly the activities and functions of operation management. (8)
ii. Explain briefly the importance and types of Inventory. (8)

OR

- b) i. Explain briefly about the components of market mix. (8)
ii. With a suitable case explain the success of MIS in agribusiness. (8)
14. a) i. Explain briefly about the different forms of agribusiness organisation. (8)
ii. Explain briefly the different source of finance for Agribusiness organisation. (8)

OR

- b) XYZ is a chain of fast food restaurants. It is planning to open a new restaurant in 19 weeks. Management wants to Study the feasibility of this plan and Study suggestions in case the plan cannot be finished by the deadline.

Activity	Immediate Predecessor	Estimated Completion Time
A	None	90
B	A	15
C	B	5
D	G	20
E	D	21
F	A	25
G	C,F	14
H	D	28
I	A	30
J	D,I	45

Using Project Scheduling approach, find the total time requirement, Critical path and buffer time for the activities in the given project. (16)

15. a) i. With a suitable case explain briefly the food product market promotion activities. (8)
ii. Explain briefly the different types of Product pricing methods. (8)

OR

- b) i. Explain the activities of agricultural retail marketing activities. (8)
ii. Explain briefly about the functions of District Industries Centre. (8)