

Reg.No.

--	--	--	--	--	--	--	--	--	--

50

B.E. (Full Time - Arrear) Degree End Semester Examinations, Nov/ Dec- 2012

B.E – Agricultural and Irrigation Engineering

Semester- (VIII)

AI 9036 AGRICULTURAL BUSINESS MANAGEMENT

Time : 3 hrs

Regulation – 2008

Max.Marks : 100

Answer All Questions

PART – A

(10 x 2 = 20 Marks)

1. What is meant by Agri-business management?
2. What are the stages of small business growth?
3. What is production SWOT analysis?
4. What are the steps in control process?
5. How is hiring process done in personnel management?
6. What are the types of agricultural input marketing firms?
7. Write a brief note on input marketing promotion activities.
8. What are the processes an agribusiness organisation is involved in?
9. What are the different types of product pricing?
10. What is the outcome of consumer surveys?

PART – B

(5 x 16 = 80 Marks)

11. Define management. Explain the functions of management.
12. a) Explain the different management approaches.
(OR)
b) What is a quality circle? Explain SWOT analysis for the agriculture sector in India.
13. a) Explain Management Information System in details with emphasis on its applications to agribusiness management.
(OR)
b) (i) What is budgeting and write short notes on different types of budgets. (8)
(ii) Explain the different financial techniques. (8)
14. a) Explain input marketing promotion activities.
(OR)
b) (i) What is project scheduling? (4)
(ii) What are the different forms of agribusiness organizations? (10)
(iii) List a few banks involved in agribusiness financing. (2)
15. a) Discuss in detail the different product pricing methods.
(OR)
b) (i) How to manage human resources effectively? (8)
(ii) What is market potential and how to assess it? (8)