

B.E (AGRICULTURAL AND IRRIGATION ENGINEERING)
DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2011

VIII SEMESTER

AI 483 AGRICULTURAL BUSINESS MANAGEMENT

(REGULATIONS 2004)

Duration: 3hrs

Total marks 100

Answer all the Questions

Part A (10x2=20)

1. Define agri - business management and its scope.
2. List down some of the characteristics of small agri – business.
3. Explain the principle of management by objectives.
4. List down the basic operations which will turn the aims into successful operations in MBO.
5. Explain capital budget analysis.
6. What is inventory management?
7. Define operations management.
8. What are the different aims of personnel management?
9. What is the role of NABARD in agri-business finance?
10. Explain value chain.

Part B (5x16=80)

(Question 11 is compulsory)

- 11(i) Explain the important requisites for success in a modern business. (8)
- (ii) Discuss the different stages of growth in an agri- business. (4)
- (iii) What are the types of small businesses? Explain any three. (4)

12(a)

- (i) Define quality circle. List down the problems with quality circle. (5)
- (ii) List down the advantages and disadvantages of management by objectives. (4)
- (iii) Explain the factors affecting an organization using SWOT. (7)

Or

12(b)

- (i) Explain the principles of agri-business management. (8)
- (ii) Classify the basic functions of management and explain each of them. (8).

13(a)

- (i) Describe the different functional areas of business. (8)
- (ii) Explain the components involved in marketing mix. (8)

Or

13(b)

- (i) What are the stages in capital budget analysis? Discuss in detail (12)
- (ii) Write the advantages and disadvantages of management information system. (4)

14(a)

- (i) What are the farming purposes for which agricultural loans are available? (2)
- (ii) List down the different schemes through which various banks provide loans for agriculturists. (7)
- (iii) Explain about supply chain decisions. (7)

Or

14(b)

- (i) Define raw material procurement and explain the different steps involved in it. (9)
- (ii) What are the different forms of agribusiness organizations? List advantages and Disadvantages of any two forms. (7)

15(a) Explain the following terms in agricultural input retailing.

1. Types of agricultural input dealers. (5)
2. Sources of financing. (4)
3. Top challenges to business operation. (3)
4. Role of retailers. (4)

Or

15(b)

- (i) Describe the food marketing environment and its characteristics. (8)
- (ii) Discuss in detail the problems in agricultural marketing. (8)