

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Sc. (Hons.) (Agriculture) (Sem.-4)**

# AGRI-BUSINESS MANAGEMENT

**Subject Code : BSAG-423-19**

**M.Code. : 79752**

**Date of Examination : 10-01-2023**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

## SECTION-A

1. **Write briefly :**
  - a) Main features of New agriculture policy
  - b) Capital Management
  - c) Marketing mix
  - d) Product life cycle
  - e) Swot analysis
  - f) Strategy
  - g) Project appraisal
  - h) Delegation of authority
  - i) Targeting
  - j) Positioning.

## **SECTION-B**

2. How agriculture transformed into agri-business?
3. Briefly evaluate the components of agri-business.
4. Illustrate the importance of agro based industries.
5. Describe various management functions.
6. Enlist the need of agro based industries.

## **SECTION-C**

7. Explain the components of marketing mix.
8. Recommend the marketing strategy for successful agribusiness with a suitable example.
9. What kind of institutional arrangement is required in terms of various procedures to set up agro based industries?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**