

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BRDM (2014 &amp; Semwa6)

# AGRIBUSINESS MANAGEMENT

Subject Code : BBA-625

Paper ID : [74313]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student have to attempt any ONE question from each Sub-section.

## SECTION-A

1. Answer the following terms briefly :
  - a) Equi-Marginal Returns.
  - b) Total Cost.
  - c) Profit Maximization.
  - d) Product Life Cycle.
  - e) Advertising Agency.
  - f) Skimming Pricing.
  - g) Agricultural Produce.
  - h) Old Media.
  - i) Media Planning.
  - j) Social Media.

## SECTION-B

### UNIT-I

2. Define Demand Forecasting. Discuss the various methods of Demand Forecasting.
3. Explain the concept of Market Segmentation. Discuss the basis of Market Segmentation.

### UNIT-II

4. What do you mean by Marketing Information System? Explain the various components of Marketing Information System.
5. Define Competitive Advantage. Describe any two strategies that a company can use to gain Competitive Advantage.

### UNIT-III

6. What are the main priorities for business promotion of Agri-Commodities? Explain.
7. Discuss the types of Cost and factors impacting the Costs under Transaction Cost Theory.

### UNIT-IV

8. What do you mean by Advertising? Explain the various types of Advertising.
9. Define Media Budgeting. How to plan a Media Budget? Discuss.