

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BRDM (2014 & Semwa6)

AGRIBUSINESS MANAGEMENT

Subject Code : BBA-625

M.Code : 74313

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 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. Marketing Programme
 - b. Governance structure
 - c. Product analysis
 - d. Creative strategy
 - e. Media budgeting
 - f. Functioning of art directors
 - g. Marketing law and public policy
 - h. Commodity characteristics
 - i. Demand assessment
 - j. Market Segmentation

SECTION-B

UNIT-I

2. What is market segmentation? What is its role in agribusiness?
3. Explain the production relationship of product, cost relationship and profit maximization.

UNIT-II

4. What are the business development strategies for agri-commodity system?
5. Explain the role of transaction cost approach in building up suitable institutional.

UNIT-III

6. Explain Tripolar institutional framework for the development of strategies for agri-commodity system.
7. Explain in detail the legal theory of contract.

UNIT-IV

8. Explain the important aspect which should be considered while preparing contact report.
9. “Is it necessary for the presentation of advertising campaign”? Comment.

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.