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Total No. of Pages : 02

Total No. of Questions : 09

BRDM (2014 & onwards)

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) Production function b) Market segmentation
 - c) Advertising campaign
 - d) New media e) Media budgeting
 - f) Electronic media g) Fixed cost
 - h) Competitive advantage i) Cost of production
 - j) Print media

SECTION-B

UNIT-I

2. Explain the concept of pricing policy. Discuss the various objectives behind the formulation of pricing policy.
3. What is demand forecasting? Explain the various methods of demand forecasting.

UNIT-II

4. What is marketing research? Discuss the objectives of marketing research. “The types of
5. marketing strategy and program you develop will depend on the nature of the product you produce”. Discuss the statement in the context of agriculture commodities.

UNIT-III

6. Critically discuss the assumptions of the theory of transaction cost.
7. Discuss the main priorities for business promotion of Agri-commodities.

UNIT-IV

8. What is a creative strategy? Discuss the various components of creative strategy.
9. Define Advertising Media. Discuss the types of advertising media in detail.

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.