

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc. (Food Technology) (Sem.-3)**  
**AGRI-BUSINESS MANAGEMENT**  
**Subject Code : UC-MSFT-613-19**  
**M.Code : 78559**  
**Date of Examination : 21-12-22**

**Time : 3 Hrs.**

**Max. Marks : 35**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A contains SEVEN questions carrying ONE marks each and students has to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying SEVEN marks each and student has to attempt any ONE question from each Subsection**

## SECTION-A

1.
  - a) Define Agri-business.
  - b) Write one source of Idea Generation for Food Product development.
  - c) Define Debt.
  - d) Define Product as one Ps of marketing mix.
  - e) Define forward linkage in supply chain.
  - f) Write basis of establishment on WTO.
  - g) List three food product having potential of export.

## SECTION-B

## UNIT-I

2. Elaborate importance of Agri-business with respect to Indian Economy. How Agri business in India is relevant to current trends of globalization?
3.
  - a) List the characteristics of management of Agri-business.
  - b) Out of all characteristics as listed above, explain the role of following characteristics in the management of Agri-business.
    - i) Planning      ii) Controlling      iii) Decision making.

## UNIT-II

4.
  - a) How EDP is helping the youth of India to choose entrepreneurship over job hunting by them?
  - b) List and explain at-least three entrepreneurship development programs run by state or central government of India.
5.
  - a) List all the attributes which are essential to become an entrepreneur. Explain each attribute in 100 words.
  - b) Explain the Risk taking ability attribute in detail by the entrepreneurs by citing two examples in Food / Agricultural sector.

## UNIT-III

6.
  - a) What is significance of marketing mix in Agri-business management. Elaborate 5 Ps in 100 words.
  - b) Clearly explain Product, Price, Promotion, Place and Perception of the identified Agri-business product mentioned in (a) above.
7. Explain the supply chain of any one Agricultural commodity starting from production to consumers. Elaborate all steps in detail.

## UNIT-IV

8.
  - a) List World Trade Agreements related with Agri-business.
  - b) Explain all features of RCEP agreement.
  - c) List reasons why India kept itself out of RCEP.
  - d) How provisions of RCEP impact India Agri-business in short term and long term perspective.
9.
  - a) Explain Export Potential of Indian Agricultural products in respect to financial prosperity of growers, traders, manufacturers, state and nation.
  - b) How consumer surveys by various institutes and agencies are done? What impact these surveys will be having in the New Product development strategy as an entrepreneur.

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