

End Semester/Reappear (Semester V) Examination December 2022

Programme: B. Sc. (Hons.) Agriculture
Course: Agribusiness Management
Course Code: 13A.321
Enrollment No: _____

Full Marks: 50
Time: 2 Hrs.

Section I

- 1. Short Answer type questions. Answer any four. 4 x 5 = 20**
- What are Agro-based industries? Classify the various agro based industries.
 - Discuss the transformation agriculture into agribusiness. What are the major drivers that lead transformation?
 - Differentiate between operating and non-operating expenses with suitable examples.
 - Discuss the importance of sales management. Recommend the effective marketing strategy for product disposal.
 - List the various phases of project cycle.
 - Briefly evaluate the role of stakeholders in agribusiness.

Section II

- Long answer type questions. Answer any two. 2 x 15 = 30**
- Create an income statement for any agribusiness using various elements. Differentiate between procedure and policy.
 - Explain the various pricing methods with suitable example. Recommend best pricing strategy with various examples.
 - Prepare balance sheet by using its elements. Classify various management functions with suitable examples.
 - Analyze project appraisal process with formula. Explain the significance of evaluation.
