

End Semester/Reappear (Semester V) Examination December 2024

Programme: B. Sc. (Hons.) Agriculture

Course: Agribusiness Management

Course Code: 13A.321

Enrolment no. _____

Full Marks: 50

Time: 2 Hrs.

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
Section I				
1	Short Answer type questions.			4 x 5 = 20
a	Illustrate briefly all the dimensions of Agribusiness.	CO1	Apply	
	or			
b	Illustrate various types of agro-based industries.	CO1	Apply	
	or			
	Define agri-value chain. Enlist all the primary stakeholders present at each stage of agri-value chain.	CO2	Remember	
c	Define Management. Enlist characteristics of a good manager.	CO2	Remember	
	or			
	Discuss Marketing mix. Enlist various components of marketing mix.	CO3	Remember	
d	or			
	Discuss marketing strategy with suitable examples.	CO3	Understand	
	Illustrate various undiscounted measures of project evaluation technique.	CO4	Apply	
	or			
	Explain briefly the concept of time value of money in your own words.	CO4	Understand	
Section II				
Long Answer type questions. Answer any two.				
2	a. Evaluate the importance of Co-ordination and Communication as the function of Management.	CO2	Evaluate	2 x 15 = 30
	b. Explain briefly major functions of Management.	CO2	Analyze	
	or			
	a. Explain Planning as an important function of management.	CO2	Analyze	
3	b. Develop the steps involved in a decision making process.	CO2	Create	
	a. Analyze conception or identification of the project focusing on all the costs and benefits related to the project.	CO4	Analyze	
	b. Explain Consumer behaviour focusing on its importance in marketing. Differentiate various factors affecting consumer behavior.	CO4	Analyze	
	or			
	a. Classify project evaluation technique based on discounted and undiscounted measures with formulae.	CO4	Analyze	
	b. Explain Product life cycle (PLC). Evaluate four stages of PLC in your own words.	CO4	Analyze	

At the end of the course the students will be able to-

CO1 Know the concept of agribusiness and agro-based industries

CO2 Understand primary and supportive activities and different management functions.

CO3 Analyse Financial statements and Marketing Management

CO4 Evaluate Product Life Cycle (PLC) and project cycle.

