

PRACTICE SET

End Semester (5th Sem.) Examination, December -2025

Program: B. Sc. (Hons.) Agriculture

Semester: 5th

Course: Agribusiness Management

Course Code: 13A.321

Course outcomes

CO1 Know the transformation of agriculture into agribusiness, key stakeholders in ABM, components of agribusiness systems, agro-based industries

CO2 Understand agri-value chain

CO3 Understand the principles of capital and financial management of agribusiness and marketing strategies

CO4 Comprehend product life cycles, project appraisal and evaluation

Unit / Module-1

Section: I (5 Marks questions, only Lower order Thinking -LOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
1.	Define Agribusiness. Explain briefly the importance of Agribusiness.	Understand	CO1
2.	Define Agribusiness Management in your own words.	Remember	CO1
3.	Summarize all the dimensions of Agribusiness.	Understand	CO1
4.	Explain various types of agro-based industries.	Remember	CO1
5.	Discuss briefly constraints in establishing an agro-based industry.	Understand	CO1

Section: II (15 Marks questions, HOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
6.	Illustrate the history of agribusiness. Analyze structure and scope of agribusiness.	Analyze	CO1
7.	Differentiate in detail between agro-based industries and other industries. Provide suitable examples to illustrate the difference.	Analyze	CO1
8.	Explain distinctive features of Agribusiness Management.	Analyze	CO1
9.	Explain the importance of agro-based industries in economic and social development of a country.	Analyze	CO1

10.	Organize various institutional arrangements for promotion of agro-based industries.	Create	CO1
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Unit / Module-2

Section: I (5 Marks questions, only Lower order Thinking -LOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
11.	Define agri-value chain. Enlist all the primary stakeholders present at each stage of agri-value chain.	Remember	CO2
12.	Explain SWOT analysis. Name the tools that are used in value-chain analysis.	Understand	CO2
13.	Discuss various features of Management.	Remember	CO2
14.	Define Management. Enlist characteristics of a good manager.	Remember	CO2
15.	Define staffing. Write a short note on the selection process of staffing.	Understand	CO2

Section: II (15 Marks questions, HOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
16.	Explain in detail what PESTLE analysis is and describe its various components.	Analyze	CO2
17.	Develop the steps involved in a decision making process.	Create	CO2
18.	Explain how each function of management contribute to effective operation of an organization.	Analyze	CO2
19.	Explain Planning as an important function of management and describe its significance in achieving organizational goals.	Analyze	CO2
20.	Evaluate the importance of Co-ordination and Communication as the function of Management.	Evaluate	CO2

Unit / Module-3

Section: I (5 Marks questions, only Lower order Thinking -LOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
21.	Define capital. Explain characteristics of capital.	Remember	CO3
22.	Discuss marketing mix. Enlist various components of marketing mix.	Remember	CO3

23.	Discuss marketing strategy with suitable examples.	Understand	CO3
24.	State your view on market segmentation focusing on its various factors.	Understand	CO3
25.	Summarize the importance of market segmentation, targeting and positioning in any market.	Understand	CO3

Section: II (15 Marks questions, HOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
26.	Define working capital. Explain various types of working capital.	Analyze	CO3
27.	Explain in detail what a balance sheet is and describe its various components.	Analyze	CO3
28.	Analyze income statement focusing its components with examples.	Analyze	CO3
29.	Evaluate various ratio calculated under Balance Sheet that are used to check feasibility of a firm.	Evaluate	CO3
30.	Differentiate between market segmentation, target and positioning.	Analyze	CO3

Unit / Module-4

Section: I (5 Marks questions, only Lower order Thinking -LOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
31.	Define Project. Enlist various phases in project cycle.	Remember	CO4
32.	Classify some of the sources through which projects can be identified.	Understand	CO4
33.	Explain monitoring and evaluation phase in a project cycle.	Understand	CO4
34.	Discuss various undiscounted measures of project evaluation technique.	Remember	CO4
35.	Explain briefly the concept of time value of money in your own words.	Understand	CO4

Section: II (15 Marks questions, HOT)

Sl. No.	Model Questions	Bloom Taxonomy	CO
36.	Analyze conception or identification of the project focusing on all the costs and benefits related to the project.	Analyze	CO4
37.	Create a project cycle and explain in detail the important phases.	Create	CO4
38.	Classify project evaluation technique based on discounted and undiscounted measures with formulae.	Analyze	CO4
39.	Explain consumer behavior focusing on its importance in marketing. Differentiate various factors affecting consumer behavior.	Analyze	CO4

40.	Explain Product life cycle (PLC). Evaluate four stages of PLC in your own words.	Evaluate	CO4
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SUMMARY SHEET:

CO WISE

CO	Question No.	Marks
CO1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10	100
CO2	11, 12, 13,14,15, 16, 17, 18, 19, 20	100
CO3	21, 22, 23, 24, 25, 26, 27, 28, 29, 30	100
CO4	31, 32, 33, 34, 35, 36, 37, 38, 39, 40	100
TOTAL		400

UNIT Wise

CO	Question No.	Marks
UNIT1	1-10	100
UNIT2	11-20	100
UNIT3	21-30	100
UNIT4	31-40	100
TOTAL		300

BLOOM'S Taxonomy Level (BTL) Wise

BTL	Question. No.	Marks
LOT	1, 2, 3, 4, 5, 11, 12, 13, 14, 15, 21, 22, 23, 24, 25, 31, 32, 33, 34, 35	100
HOT	6, 7, 8, 9, 10, 16, 17, 18, 19, 20, 26, 27, 28, 29, 30, 36, 37, 38, 39, 40	300
TOTAL		400

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Disclaimer: - This is a practice set. The Question in End semester examination will differ from the practice set. This practice set is meant for practice only.