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Question Paper Code: U9A73

B.E. / B.Tech. DEGREE EXAMINATION, APRIL 2024

Open Elective

21UAG973 BUSINESS MANAGEMENT IN AGRICULTURE

(Common to ALL branches)

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Motivating teams, providing direction, and ensuring operational efficiency within specific departments or units is known as _____ CO1-U
(a) Liaison (b) Figurehead (c) Leadership (d) None of the above
2. Managers make decisions regarding the allocation of resources, such as budget, manpower, time, and equipment is known as _____ CO1-U
(a) Negotiator (b) Entrepreneur (c) Resource Allocator (d) None of the above
3. -----designed to address unexpected events or potential risks. CO1-U
(a) Tactical Plans (b) Operational Plans (c) Contingency Plans (d) None of the above
4. -----Compare the projected demand for human resources (future requirements) with the current workforce availability CO1-U
(a) Function (b) Gap Analysis (c) Figurehead (d) None of the above
5. Why is value addition important in agriculture marketing? CO1-U
(a) It increases the cost of production (b) It discourages consumer
(c) It discourages consumer (d) None of the above
6. What factors influence the export potential of agricultural products? CO1-U
(a) High domestic demand (b) Competitive pricing
(c) Stringent international regulations (d) None of the above

7. Which financial statement provides information about a farm's revenues and expenses over a specific period? CO1-U
 (a) Balance sheet (b) Income statement (c) Cash flow statement (d) none of these
8. What is a key factor considered by lenders when assessing the creditworthiness of a farmer? CO1-U
 (a) Crop variety (b) Soil quality (c) Repayment capacity (d) none of these
9. What is the primary goal of advertising in marketing promotion? CO1-U
 (a) Creating brand awareness. (b) Enhancing consumer engagement.
 (c) Both (a) and (b) (d) None of these
10. Why is ongoing training essential for employee development? CO1-U
 (a) One-time training (b) No training programs
 (c) No training programs (d) Viscosity index

PART – B (5 x 2= 10 Marks)

11. Define the term Agribusiness management CO1-U
12. Define the term Staffing. CO1-U
13. What is the significance of financial management in agricultural businesses? CO1-U
14. What factors influence the export potential of agricultural products? CO1-U
15. Define the elements of the promotional mix. CO1-U

PART – C (5 x 16= 80 Marks)

16. (a) Write about application and components of agricultural management. CO1-U (16)
 Or
 (b) Discuss in detail about functions of Agri business. CO1-U (16)
17. (a) Define Management function and its steps. CO1-U (16)
 Or
 (b) What are principles of direction? CO1-U (16)

18. (a) What role do government policies play in shaping agricultural market dynamics? CO2-U (16)
- Or
- (b) How does the market structure influence pricing and competition in agriculture? CO2-U (16)
19. (a) Why is working capital crucial for the financial health of agricultural enterprises? CO1-U (16)
- Or
- (b) What key components make up the balance sheet of an agricultural business? CO1-U (16)
20. (a) What role does social media play in digital marketing, and how is search engine optimization (SEO) relevant in online promotion? CO2-U (16)
- Or
- (b) Define the elements of the promotional mix and provide an example of a sales promotion technique. CO2-U (16)

