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Question Paper Code: U9A73

B.E. / B.Tech. DEGREE EXAMINATION, APRIL / MAY 2025

Open Elective

Agricultural Engineering

21UAG973- BUSINESS MANAGEMENT IN AGRICULTURE

(Regulation-2021)

(Common to All Engineering branches)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. The agribusiness component responsible for supplying seeds, fertilizers, and machinery is known as CO1-U
(a) Input supply (b) Processing (c) Retailing (d) Marketing
2. Which of the following is the first step in the planning process? CO1-U
(a) Evaluating (b) Defining (c) Identifying (d) Monitoring
3. Which of the following is characteristic of an effective plan? CO1-U
(a) Flexibility (b) Consistency (c) Lack of deadlines (d) Specificity
4. The process of coordinating resources and activities to achieve objectives is known as CO1-U
(a) Planning (b) Organizing (c) Leading (d) Controlling
5. Tactical plans are most often used by CO1-U
(a) Top-level (b) Middle-level (c) Operational (d) Customers
6. The process of coordinating resources and activities to achieve objectives is known as CO1-U
(a) Planning (b) Organizing (c) Leading (d) Controlling
7. Which of the following is NOT a characteristic of an effective plan? CO1-U
(a) Flexibility (b) Consistency (c) Lack of deadlines (d) Specificity

8. Which pricing method involves selling a product below cost to attract customers? CO1-U
- (a) Premium pricing (b) Loss leader pricing
- (c) Competitive pricing (d) Skimming pricing
9. Which pricing method is used when charging different prices for the same product in different markets? CO1-U
- (a) Price skimming (b) Dynamic pricing
- (c) Geographic pricing (d) Competitive pricing
10. What is penetration pricing? CO1-U
- (a) Charging a low price (b) Charging a high price
- (c) Pricing based on production costs (d) Offering seasonal discounts

PART – B (5 x 2= 10 Marks)

11. Give the details about the importance of Agri- business in Indian economy? CO1-U
12. What are the functions of Planning? How would be apply for Horti Farm. CO2-App
13. As a corporate governance officer, you need to evaluate sources of capital for a new manufacturing unit. What factors would you consider when acquiring capital, and how would you determine the best financing option? CO3-App
14. What is the primary objective of marketing promotion activities? CO1-U
15. What is the difference between profit maximization and wealth maximization? CO1-U

PART – C (5 x 16= 80Marks)

16. (a) What ways can agribusiness entrepreneurs use technology to increase farm productivity and improve market efficiency? CO1-U (16)
- Or
- (b) What are the key principles of agribusiness, and why is sustainability considered a critical principle for long-term growth in the agricultural sector? CO1-U (16)
17. (a) A farmer notices that increasing fertilizer use has led to higher crop yields, but the costs are also rising. Using the concept of the production function and marginal analysis, how can the farmer determine the optimal amount of fertilizer to apply for maximum profit? CO2-App (16)

Or

- (b) A startup is exploring food processing and packaging as a business opportunity within the agribusiness sector. How can they identify and leverage these opportunities, and what challenges might they encounter in this industry? CO2-App (16)
18. (a) A farmer wants to grow maize in two different regions but finds that the costs vary significantly. How do climate, soil fertility, government policies, and market prices influence the cost and returns of maize cultivation? CO3-App (16)
- Or
- (b) A food entrepreneur is considering starting a food processing and packaging business. What opportunities exist in this sector, and what challenges might they face? CO3-App (16)
19. (a) Apply the concept of contract farming to a real-world scenario. How can farmers and agribusiness firms benefit from contract farming arrangements, and what challenges might they face? Provide examples of crops or livestock commonly produced under contract farming. CO4-App (16)
- Or
- (b) Apply your understanding of agribusiness by explaining its importance, key features, principles, and characteristics. How can these factors contribute to the success of an agricultural enterprise? CO4-App (16)
20. (a) Analyze the challenges of water depletion in agriculture and suggest measures to improve water storage and irrigation systems for its judicious use. CO5-Ana (16)
- Or
- (b) Analyze how District Industries Centres (DICs) contribute to the promotion of small-scale industries. How do they support new entrepreneurs in starting and growing their businesses? CO5-Ana (16)

