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Reg. No. :

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Question Paper Code: U9A73

B.E. / B.Tech. DEGREE EXAMINATION, NOV 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. Analyzing market trends, and consumer demands, and setting up effective marketing strategies for agricultural products is known as ----- CO1-U
(a) Supply Chain Management (b) Financial Management
(c) Marketing Management (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 Planning? CO1-U
12. What are types of Coordination? CO1-U
13. Outline the role of government support programs in agricultural finance. CO1-U
14. Why is value addition important in agriculture marketing? CO1-U
15. Why is ongoing training essential for employee development? 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) What are strategies in agriculture marketing? CO1-U (16)
- Or
- (b) What are sustainability and environmental management? 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) How can farmers analyze market trends to make informed financial decisions? CO1-U (16)
- Or
- (b) What financial benefits arise from integrating sustainable practices into agricultural operations? CO1-U (16)
20. (a) Why is brand consistency important, and what impact do brand ambassadors have on product promotion? CO2-U (16)
- Or
- (b) Define workplace diversity and discuss the role of effective communication in managing employee relations. CO2-U (16)

