

Subject : Agri - Business Management

Day : Wednesday
Date : 01/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 80 Total Pages : 1

N.B.

- 1) Answer any **FIVE** questions from Section – I. Each question carries **10** marks.
 - 2) Answer any **TWO** questions from Section – II. Each question carries **15** marks
 - 3) Both the sections should be written in the same answer book.
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SECTION - I

- Q.1** What is the nature, meaning and importance of agribusiness in development of Rural sector of India?
- Q.2** Describe Agro-based industries and Agri-intention services with the help of examples.
- Q.3** What is Farm business management? What are its features and what are the problems of farm accounting?
- Q.4** Explain the significance and importance of Land development banks in agribusiness giving examples.
- Q.5** What do you understand by marketing of Agro produce? Explain the concept, meaning and importance of agriculture marketing with the help of examples.
- Q.6** Explain in detail role of NABARD in development and promotion of Agribusiness in India.
- Q.7** Write short notes on any **TWO** of the following
- a) Storage – Warehouse technologies
 - b) Farm budgeting
 - c) Role of NAFED co op marketing Agencies.

SECTION - II

- Q.8** An established food processing company plans to manufacture and market potato chips having a special masala taste in your city. As a marketing manager of the company, develop a product promotion and marketing plan for the potato chips in your city. Make and state your assumptions.
- Q.9** An urban – based food processing multinational company wants to start a food processing production unit in rural sector of your district. As a marketing consultant in Agro – based products prepare a project proposal for approval of the company justifying the objectives, benefits and background of the project.
- Q.10** In your state, various spices in very large quantities are grown. More than 50% of the spices produce is wasted due to lack of storage facilities and poor handling annually. Suggest appropriate measures and processes for effective utilization of the spices cultivated in your state to start agribusiness successfully.