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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY,
ODISHA, GUNUPUR
(GIET UNIVERSITY)**

**B. Sc. (Ag.) (Fourth Semester) Examinations, April – 2025
ABM(E)-221 Agribusiness Management**

Time: 2 hrs

Maximum : 50 Marks

The figures in the right hand margin indicate marks.

PART – A

Q.1. Fill in the blanks with suitable word / figure.**(0.5 x 10 = 5 Marks)**

- a. _____ coined the term Agribusiness.
- b. _____ is a verbal or written exchange of information for expressing ideas effectively.
- c. A _____ leader permits his followers to do as they please without interrupting their tasks.
- d. Charging different prices to different customers or in different markets is called as _____.
- e. _____ is a managerial function of recruitment and selection, training and development.
- f. C in SWOC stands for _____.
- g. Which stock gives the highest ROI for investor during incidence of profits in firm? _____
- h. _____ refers to personal or business possessions, that an owner assigns to the lender as a contract for debt repayment.
- i. A large discrete summation of well defined tasks is called as _____
- j. The investor would be able to convert a debenture into a common stock in case of _____.

Q. 2. Define (or) Explain the following in one or two sentences.**(1 x 5 = 5 Marks)**

- a. Psychological pricing
- b. Positioning
- c. Standing/ repeated use plans
- d. Institutional leader
- e. B:C ratio

Q3. Match the following**(0.5 x 10 = 5 Marks)****Column – A****Column – B**

- | | |
|-------------------------------------|---|
| (a) Positioning | (i) Niche marketing |
| (b) Premium pricing | (ii) New features added to packaging |
| (c) Growth stage | (iii) Rice mills |
| (d) Segmentation | (iv) Eco-friendly packaging, premium pricing |
| (e) Working capital | (v) Higher prices than competitors |
| (f) Agro-produce processing unit | (vi) Incentive schemes |
| (g) Dynamic pricing | (vii) bakery |
| (h) Targeting | (viii) Raw materials |
| (i) Decline stage | (ix) Uber, flight tickets, etc |
| (j) Agro-produce manufacturing unit | (x) Dividing broad markets into smaller groups. |

Q4. Write True or False against each statement

(0.5 x 10 = 5 Marks)

- a. MBO is defined as a comprehensive managerial system integrating key managerial activities in a systematic manner.
- b. National Agriculture Policy came in the year 1995.
- c. DGFT looks after industries engaged in the manufacture of tractors, diesel engines, power tillers, etc
- d. Price-off strategy is often used in the growth stage of PLC.
- e. Targeting involves competitive advantage identification.
- f. Price skimming involves setting a high price initially for a new product, then gradually decreasing it as demand decreases.
- g. Current ratio is a test of liquidity.
- h. The step of appraisal comes before formulation of project in a project cycle.
- i. An ex-post evaluation is important to know about the weakness of the project.
- j. Mutual funds come under debt financing.

PART – B

Attempt ANY FIVE questions. All question carries equal marks

(6 x 5 = 30 Marks)

- 5. Discuss about the components and stakeholders of agri-business sector?
- 6. Define marketing mix. Discuss the 4Ps in detail.
- 7. Discuss about balance sheet, income statement and cash flow statement. Enumerate the differences between net worth statement and profit & loss statement.
- 8. Define organising. Discuss the characteristics and key elements involved in organising.
- 9. What are agro-based industries? Discuss their importance.
- 10. Discuss about the phases in project cycle in detail.

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