



Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Programme – B.Sc.(Ag)-Hons-2022/B.Sc.(Ag)-Hons-2023

Course Name – Agri-business Management/Agribusiness Management

Course Code - EC-BAG471-A(T)
(Semester IV)

Time : 2:0 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

(Multiple Choice Type Question)

$$1 \times 20 = 20$$

1. Choose the correct alternative from the following :

- (i) Show the correct answer: Which of the following process may be used to eliminate unproductive workers during period of falling businesses?
 - a) Recruitment
 - b) Downsizing
 - c) Rightsizing
 - d) All of these
- (ii) Infer the correct answer among the following: is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation.
 - a) Marketing Research
 - b) Design research
 - c) Relevant research
 - d) Applied research
- (iii) Show the correct answer: If marginal benefit is greater than marginal cost, a rational choice involves:
 - a) More or less, depending on the benefits of other activities
 - b) No more of activity
 - c) Less of the activity.
 - d) More of the activity.
- (iv) Show the correct answer: Which of the following is the final phase in the product development process?
 - a) building a prototype
 - b) test marketing
 - c) business analysis
 - d) Commercialization
- (v) Show the correct answer: Which of the following is not true for marketing channels?
 - a) Establishes over time
 - b) Cannot be altered easily
 - c) Functions can be changed easily
 - d) Those show organizational commitment
- (vi) Show the correct answer: Which of the following is not a part of planning?
 - a) gathering information
 - b) benefit cost analysis
 - c) developing alternatives
 - d) none of these
- (vii) Show the correct answer: The law by which company cannot make its product illegally similar to competitor's product?

- a) Anti-monopoly laws
c) Product Safety Act
- (viii) Show the correct answer: Many products are in the stage of product life cycle in a market.
- a) Introduction
c) Maturity
- (ix) Show the correct answer: Consumers don't consult and mostly point out products and services
- a) Reluctantly
c) After advertisement of marketers
- (x) Show the correct answer: Concept of new product development always starts with_____
- a) Idea generation
c) Product screening
- (xi) Show the correct answer: Companies conduct surveys to test_____ of products that they offer.
- a) Demand curve
c) Price elasticity
- (xii) Show the correct answer: Nature of market, demand and competitor's prices are the_____ factors that influence pricing decisions.
- a) External
c) Internal
- (xiii) Show the correct answer: In market skimming policy for new product, which statement is true?
- a) Product's quality and image support its lower price
c) Buyers want the products at that price
- (xiv) Show the correct answer: Companies consider consumer's perceptions about product's value as_____ for prices.
- a) Floor
c) Demand
- (xv) Show the correct answer: During competition, many companies adopt_____ rather than cutting prices.
- a) Pricing power
c) Image pricing
- (xvi) Show the correct answer: The distribution strategy uses few the number of intermediaries?
- a) Exclusive distribution
c) Selective distribution
- (xvii) Show the correct answer: Newspapers, magazines, and direct mail are all examples of which of the following types of media?
- a) Broadcast media
c) Print media
- (xviii) Show the correct answer: Body lotion marketers rate usage of their potential customers as light, medium and heavy customers. This is _____ Segmentation.
- a) Psychographic
c) User status
- (xix) Infer, nowadays, many companies provide_____ by using internet, technologies and phone.
- a) Labelling information
c) Support services
- b) Product warranties
d) Patent law
- b) Development
d) Growth
- b) Without help of marketers
d) After consulting friends
- b) Product development
d) Test marketing
- b) Perceived value
d) Break even pricing
- b) Domestic
d) Target
- b) Competitors are not able to undercut the high price
d) Competitors cannot enter the market easily
- b) Image
d) Ceiling
- b) Value added pricing strategies
d) Fixed costs
- b) Intensive distribution
d) Fragmented distribution
- b) Electronic media
d) Intermittent media
- b) benefits
d) User rate
- b) Brand equity
d) Packaging advantages

(xx) Infer, When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

- a) Demographic
- c) Psychographic

- b) Age and life cycle
- d) Behavioral

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Group-B

(Short Answer Type Questions)

2.5 x
10=25

2. Explain few disadvantages of small scale industries. (2.5)
3. Explain the definition of management. (2.5)
4. Explain the concept of Management by objectives (MBO). (2.5)
5. Explain the difference between planning and forecasting. (2.5)
6. Explain the meaning of long range planning. (2.5)
7. Explain the meaning of decentralization. (2.5)
8. Discuss the concept of "Performance Appraisal". (2.5)
9. Discuss the concept of distribution businesses. (2.5)
10. Discuss the concept of franchising. (2.5)
11. Discuss the meaning of Power in business management. (2.5)

OR

Discuss the meaning of Delegation (2.5)

Group-C

(Long Answer Type Questions)

5 x 1=5

12. Discuss different types of capital. (5)

OR

Discuss the benefits of Balance sheet. (5)
