



## BRAINWARE UNIVERSITY

**Term End Examination 2023**

**Programme – B.Sc.(Ag)-Hons-2021**

**Course Name – Agri-business Management**

**Course Code - EC-BAG471-A(T)**

**( Semester IV )**

**Full Marks : 50**

**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.]

### Group-A

(Multiple Choice Type Question)

1 x 20=20

1. Choose the correct alternative from the following :
- (i) Show the correct answer: Standardization and grading of agricultural products help in decision making relating to
    - a) buying
    - b) selling
    - c) Both buying and selling
    - d) none of these
  - (ii) 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
  - (iii) Show the correct answer: Market value of all goods and services produced within a country in a given period
    - a) GDP
    - b) GNP
    - c) NNP
    - d) None of these
  - (iv) 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.
  - (v) Infer the correct answer among the following: Goods which are produced with planning and effort are called
    - a) Staples
    - b) Impulse goods
    - c) Emergency goods
    - d) Specialty goods
  - (vi) Show the correct answer: Agro-based industries are mainly established in rural areas because of
    - a) availability of raw material
    - b) availability of labor
    - c) absence of pollution in environment
    - d) low tariff on electricity

- (vii) Show the correct answer: HRM stands for
  - a) Human Resource management
  - b) Human Relationship Management
  - c) Human Ring Manager
  - d) None of these
- (viii) Show the correct answer: Starting an entrepreneurial firms require
  - a) New business idea
  - b) Business Plan
  - c) Financial Resources and Legal Formalities
  - d) All of the above
- (ix) Show the correct answer: SWOT analysis stands for
  - a) Strength, Weakness, Opportunity and Threat
  - b) Strong, Weak, Opportunity and Threat
  - c) None of the above
- (x) Show the correct answer: Agricultural inputs can be distributed by
  - a) private firms
  - b) farmer association
  - c) government enterprises
  - d) all of these
- (xi) 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
- (xii) Show the correct answer: Those who take title to products with a major purpose of profiting due to difference in prices are known as
  - a) Agent middlemen
  - b) Speculative middlemen
  - c) Facilitative organization
  - d) Merchant middlemen
- (xiii) 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
- (xiv) Show the correct answer: The law by which company cannot make its product illegally similar to competitor's product?
  - a) Anti-monopoly laws
  - b) Product warranties
  - c) Product Safety Act
  - d) Patent law
- (xv) Show the correct answer: International companies spend huge amounts of money on advertisement campaigns of new products to create brand and this is called
  - a) Loyalty
  - b) Image
  - c) Awareness
  - d) Perception
- (xvi) Show the correct answer: A strategy in which marketer use already successful brand name to launch new products is called
  - a) Product line
  - b) Brand symbol
  - c) Line extension
  - d) Brand extension
- (xvii) Show the correct answer: Customer satisfaction for successful businesses is a
  - a) Goal
  - b) Tool
  - c) Both goal and tool
  - d) None of the above
- (xviii) 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
  - b) Competitors are not able to undercut the high price
  - c) Buyers want the products at that price
  - d) Competitors cannot enter the market easily
- (xix) Show the correct answer: Which one of the following is unpredictable, short-lived, and without social, economic, and political significance
  - a) Market Trends
  - b) Super Trend
  - c) Megatrend
  - d) FAD
- (xx) Show the correct answer: Packaging is carried out to perform following function(s)
  - a) Educate consumers
  - b) Comply with government regulations
  - c) Product and preserve the product
  - d) All these

**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 short range planning. (2.5)
8. Explain the concept of production planning. (2.5)
9. Discuss the concept of Project Cycle. (2.5)
10. Discuss the definition of production. (2.5)
11. Discuss the concept of distribution businesses. (2.5)

**OR**

Discuss the concept of franchising. (2.5)

**Group-C**

(Long Answer Type Questions)

5 x 1=5

12. Discuss the concept of balance sheet. (5)

**OR**

Discuss the concept of Income Statement. (5)