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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(Ag)-Hons-2024

Course Name – Agribusiness 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: B2B ventures are
 - a) Buyer-to-Buyer
 - b) Buyer-to-Business
 - c) Business-to-Buyer
 - d) Business-to-Business
- (iii) 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
- (iv) 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
- (v) Show the correct answer: A market in which the purchase and sale of a commodity takes places at time t but the exchange of commodity takes place on some specified date in future i.e. time t + 1.
 - a) spot market
 - b) cash market
 - c) forward market
 - d) none of these
- (vi) Show the correct answer: Difference between assets and liabilities is known as
 - a) income statement
 - b) owner's equity
 - c) balance sheet
 - d) cash flow statement

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|-----------------|--------------|
| a) Price | b) Promotion |
| c) Distribution | d) Product |
- (xx) Show the correct answer: Who can join a coopeartive ?
- | | |
|-----------------|------------------|
| a) Anyone | b) Noone |
| c) Selected few | d) None of these |

Group-B

(Short Answer Type Questions)

2.5 x
10=25

- | | |
|---|-------|
| 2. Explain the definition of management. | (2.5) |
| 3. Explain the core concepts for TQM. | (2.5) |
| 4. Explain the concept of balance sheet. | (2.5) |
| 5. Explain the concept of Income statement. | (2.5) |
| 6. Explain Net Worth. | (2.5) |
| 7. Explain Net deficit. | (2.5) |
| 8. Discuss the meaning of Power in business management. | (2.5) |
| 9. Discuss the meaning of Delegation | (2.5) |
| 10. Discuss the concept of "Specialization". | (2.5) |
| 11. Discuss the concept of distribution businesses. | (2.5) |

OR

Discuss the cocept of franchising.	(2.5)
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Group-C

(Long Answer Type Questions)

5 x 1=5

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|---|-----|
| 12. Discuss the concept of performance appraisal. | (5) |
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- OR**
- | | |
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| Discuss the purposes of performance appraisal. | (5) |
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