



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024  
Programme – B.Sc.(Ag)-Hons-2022  
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) Infer the correct answer among the following: MBO stands for
- |                             |                       |
|-----------------------------|-----------------------|
| a) Make hold objectives     | b) Managing by others |
| c) Management by objectives | d) My base objective  |
- (ii) 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 |
- (iii) Show the correct answer: HRM stands for
- |                              |                                  |
|------------------------------|----------------------------------|
| a) Human Resource management | b) Human Relationship Management |
| c) Human Ring Manager        | d) None of these                 |
- (iv) Show the correct answer: SMEDA stands for
- |   |   |
|---|---|
| a) Small and Medium Entrepreneurship Development Agency | b) Small and Medium Enterprises Development Authority |
| c) None of the above                                    |   |
- (v) 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 |
- (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 | b) Product warranties |
| c) Product Safety Act | d) Patent law         |
- (viii) 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  
c) Awareness
- b) Image  
d) Perception
- (ix) Show the correct answer: A strategy in which marketer use already successful brand name to launch new products is called
- a) Product line  
c) Line extension
- b) Brand symbol  
d) Brand extension
- (x) Show the correct answer: Customer satisfaction for successful businesses is a
- a) Goal  
c) Both goal and tool
- b) Tool  
d) None of the above
- (xi) Infer, Producer level Demand is
- a) Basic demand  
c) Primary demand
- b) Derived demand  
d) None of these
- (xii) 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
- b) Electronic media  
d) Intermittent media
- (xiii) Show the correct answer: Goods that have been produced but remain unsold
- a) Inventory  
c) Deficit
- b) Surplus  
d) None of these
- (xiv) Show the correct answer: The phenomenon when prices among different locations follow similar pattern in long run
- a) Law of one price  
c) Price transmission
- b) Market integration  
d) None of them
- (xv) Show the correct answer: The unique dimensions of the foods and agribusiness markets include(s)
- a) Food as a product  
c) Rural ties and government involvement
- b) Biological nature of production  
d) all these
- (xvi) Infer, A period of rapid market acceptance and increasing profits refers to which of the following stages of the product life cycle?
- a) Decline  
c) Maturity
- b) Growth  
d) Introduction
- (xvii) Show the correct answer: When Olympia Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This activity calls for which one of the following marketing mix variables?
- a) Price  
c) Distribution
- b) Promotion  
d) Product
- (xviii) Infer, In marketing, what is the term for the usefulness of a product that is a consequence of its creation from raw material?
- a) place utility  
c) price utility
- b) position utility  
d) form utility
- (xix) What type of utility does a bag of rice acquire for the consumer upon purchase?
- a) place  
c) form
- b) position  
d) ownership
- (xx) Show the correct answer: interdependence among firms is a feature of
- a) Perfect competition  
c) Oligopoly
- b) Monopolistic competition  
d) Monoply

### 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. Discuss the concept of Project Cycle. (2.5)
9. Discuss the definition of production. (2.5)
10. Discuss the concept of franchising. (2.5)
11. Discuss different types of small businesses. (2.5)

**OR**

Discuss the concept of distribution businesses. (2.5)

**Group-C**

(Long Answer Type Questions)

5 x 1=5

12. Discuss different steps in market research. (5)

**OR**

Discuss different types of capital. (5)

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