

S.D.E.

B.B.A. (2006 COURSE) SEM-V : SUMMER - 2018

SUBJECT : AGRIBUSINESS MANAGEMENT

Day : **Monday**
Date : **28/05/2018**

S-2018-4309

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 80

N.B.

- 1) Attempt any **FIVE** questions from Section – I. Each question carries 10 marks.
 - 2) Attempt any **TWO** questions from Section – II. . Each question carries 15 marks.
 - 3) Answers to both the sections should be written in the **SEPARATE** answer books
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SECTION – I

- Q.1** Discuss in detail the role of agriculture in Indian Economy.
- Q.2** Discuss the role of corporate sector for enhancing production and export of agriculture product.
- Q.3** What do you mean by farm business management? What are its advantages?
- Q.4** Explain the various types of Marketing Agencies.
- Q.5** Explain in details the role of RBI in ‘Agricultural Credit’.
- Q.6** Discuss various constraints of Agricultural sector in our country.
- Q.7** Write short notes on **(ANY TWO)**
- a) Buying and selling activity
 - b) Agriculture cash, prices
 - c) Storage and Warehousing

SECTION – II

- Q.8** Discuss in detail the marketing plan for marketing of Potato Chips in the rural areas.
- Q.9** Design a channel of distribution for roasted and fried groundnuts in your area. Discuss its importance for rural market.
- Q.10** Define agricultural extension services and state its objectives.

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