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Total No. of Questions: 09

M.Sc (Food Technology) (2017 Batch) (Sem.-3) AGRI BUSINESS MANAGEMENT

Subject Code: MSFT-613 M.Code: 75578

Time: 3 Hrs. Max. Marks: 30

INSTRUCTIONS TO CANDIDATES:

- SECTION-A contains SIX questions carrying ONE mark each and students have to attempt ALL questions.
- SECTION-B consists of FOUR Subsections: Units-I, II, III & IV. Each Subsection contains TWO questions each, carrying SIX marks each and student has to attempt any ONE question from each Subsection.

SECTION-A

- 1) Write short notes on:
 - a) What are the benefits of supply chain?
 - b) Discuss the role of Management in Agribusiness.
 - c) Explain the characteristics of Entrepreneurship development program.
 - d) What do you mean by market research?
 - e) Define consumer behavior.
 - f) Discuss the concept of rural management.

SECTION-B

UNIT-I

- 2) What is Agribusiness? Explain its dimensions and scope.
- 3) Explain the classification of products and also discuss about product mix decisions.

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UNIT-II

- 4) What are the different types of uncertainties in agriculture and further explain the measure to manage these uncertainties?
- 5) Explain the concept of Entrepreneurship development program. Discuss the functions of an entrepreneur.

UNIT-III

- 6) What are the similarities and differences between value chain and supply chain? Discuss.
- 7) Discuss the needs and functions of Inventory Management.

UNIT-IV

- 8) Discuss in detail role of the Government in Agribusiness Development in country like India.
- 9) Give a detailed note on consumer's buying behavior towards various food products in India.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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