Total No. of Questions: 09

# BRDM (2014 & Onwards) (Sem.-6) AGRIBUSINESS MANAGEMENT

Subject Code: BBA-625 Paper ID: [74313]

Time: 3 Hrs. Max. Marks: 60

#### **INSTRUCTIONS TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTIONS-B consists of FOUR Sub-sections: Units-I, II, III & IV.
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.
- 4. Student have to attempt any ONE question from each Sub-section.

### **SECTION-A**

# 1. Answer the following terms briefly:

- a) Equi-Marginal Returns.
- b) Total Cost.
- c) Profit Maximization.
- d) Product Life Cycle.
- e) Advertising Agency.
- f) Skimming Pricing.
- g) Agricultural Produce.
- h) Old Media.
- i) Media Planning.
- i) Social Media.

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## **SECTION-B**

#### **UNIT-I**

- 2. Define Demand Forecasting. Discuss the various methods of Demand Forecasting.
- 3. Explain the concept of Market Segmentation. Discuss the basis of Market Segmentation.

# **UNIT-II**

- 4. What do you mean by Marketing Information System? Explain the various components of Marketing Information System.
- 5. Define Competitive Advantage. Describe any two strategies that a company can use to gain Competitive Advantage.

# **UNIT-III**

- 6. What are the main priorities for business promotion of Agri-Commodities? Explain.
- 7. Discuss the types of Cost and factors impacting the Costs under Transaction Cost Theory.

#### **UNIT-IV**

- 8. What do you mean by Advertising? Explain the various types of Advertising.
- 9. Define Media Budgeting. How to plan a Media Budget? Discuss.

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