

Roll No.

Total No. of Pages : 02

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B.Tech. (Food Tech) (2014 Onwards) (Sem.-6)
ENTREPRENEURSHIP & AGRIBUSINESS MANAGEMENT

Subject Code : BTFT-603

M.Code : 74334

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Q1. Write short note on the following :

- a. Market research.
- b. Rural environment.
- c. Project report.
- d. Changing the perception of food.
- e. Agribusiness management.
- f. Entrepreneurship.
- g. Forecasting.
- h. Define basic concept of management.
- i. Input sector.
- j. Financial management.

SECTION-B

- Q2. Explain basic management concept in detail.
- Q3. Discuss the challenges faced by agribusiness management in detail in India.
- Q4. Explain the agricultural and food policy in detail.
- Q5. Define the role of export and import policies.
- Q6. Elaborate the steps in finalization of a Project.

SECTION-C

- Q7. *“Production and marketing functions in agribusiness are inseparable”*, using the stages in a production /marketing chain, justify the statement above.
- Q8. Explain several factors determine the system that evolves/develops for a agri-based industry.
- Q9. Discuss role of Marketing in the Agricultural Market in detail.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.