Roll No.	Total No. of Pages : 01
Total No. of Questions : 08	
B.Sc. (Agriculture) Hono	urs (Sem.–4)
AGRI-BUSINESS MA	NAGEMENT
Subject Code : BSA	\G-423-19
M.Code : 797	/52
Date of Examination	: 14-07-21
Time : 2 Hrs.	Max. Marks:60

INSTRUCTIONS TO CANDIDATES :

- 1. Attempt any FIVE question(s), each question carries 12 marks.
- 1. "*Agriculture has become a big business*." Discuss the journey of Transformation of agriculture into business.
- 2. What is agribusiness management? What are the various features and importance of agribusiness management?
- 3. Discuss various classifications of industries and types of agro based industries.
- 4. Discuss the meaning, elements, importance and functions of management.
- 5. Write about the process of planning. Discuss various types of sound planning.
- 6. "Staffing is the process of hiring eligible candidates in the organization or company for specific positions". Discuss the statement in context of Organization staffing.
- 7. *"STP marketing model is a familiar strategic approach in modern marketing"* Discuss the concept of STP marketing model.
- 8. Define Project Management. What are various components of Project Management? Discuss the process of Project Management.

<u>Note</u>: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions