

Total No. of Questions : 3]

SEAT No. :

**P2185**

[Total No. of Pages : 3

[5804]-604

**T.Y. B.B.A. - (I.B)**

**604 : MANAGEMENT OF AGRIBUSINESS & AGRI EXPORTS**

**(2019 Pattern) (Semester - VI) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) Compulsory question:**

**[20]**

**Objective type questions:**

A) Multiple choice questions (Solve any 5 out of 6):

**[5]**

- i) \_\_\_\_\_ is a distinct process consisting of planning, organizing, actuating and controlling performance to get results.
  - a) Agribusiness
  - b) Agribusiness Management
  - c) Management
  - d) Agriculture
- ii) The world agribusiness was explained in the year \_\_\_\_\_ by Prof. Ray A. Goldberg & John H. Devis.
  - a) 1952
  - b) 1955
  - c) 1957
  - d) 1959
- iii) Agricultural marketing refers to marketing of \_\_\_\_\_ products.
  - a) Industrial
  - b) Rural
  - c) Farm
  - d) None of these
- iv) In India, \_\_\_\_\_ markets are existed for food grain.
  - a) Spot
  - b) Regional
  - c) Perodic
  - d) None of these

**P.T.O.**

- v) Long form of IOB is \_\_\_\_\_.
- International Overseas Bank
  - Indian Overseas Bank
  - Indian Overdraft Bank
  - International Overdraft Bank
- vi) \_\_\_\_\_ is one of largest microfinance company announced first rainfall insurance programme in India.
- RBI
  - UTI
  - IDBI
  - Basix

B) Match the Pair: [5]

Group - A

- SCB
- RRB
- NABARD
- PACS
- DCCB

Group - B

- Regional Rural Bank
- State Co-operative Bank
- National Bank for Agriculture & Rural development
- Primary Agriculture credit society
- Prime Agriculture credit society
- District Central Co-operative Bank

C) Answer in one sentence [5]

- Which bank known as apex institute in agriculture finance in India.
- Enlist two ICT application initiatives by Government of India.
- How many times primary market held in a week.
- APEDA stands for?
- AOA stands for

D) Fill in the blanks (any 5 out of 6) [5]

- SHG stands for\_\_\_\_\_.
- Secondary market also called as \_\_\_\_\_.
- The person who pays bill is known as \_\_\_\_\_.
- The Person to whom payment to be made is known as \_\_\_\_\_.
- Agriculture products are mainly \_\_\_\_\_ in nature.
- Contract farming was introduced by\_\_\_\_\_ company in India.

**Q2) Long Answer questions (Solve any 3 out of 5) [30]**

- a) State & explain the various factors influencing selection of foreign markets for agriculture commodity?
- b) Explain the term ICT & its application of ICT in Agribusiness.
- c) Define Agriculture marketing. Write down classification of agriculture marketing in details.
- d) Define self help group. Write down its features & explain models of self help group.
- e) Enlist & explain the factors influencing selection of foreign market.

**Q3) Short notes (solve any 4 out of 6) [20]**

- a) Pre requisites for effective agriculture Marketing
- b) ICT & its role in Agribusiness.
- c) Types of agriculture Marketing.
- d) Types of contract farming
- e) Types of Mate's Receipts.
- f) Importance of Agriculture marketing

