

Total No. of Questions : 3]

SEAT No. :

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[6442]-804

T.Y. B.B.A. (International Business)

**604: MANAGEMENT OF AGRIBUSINESS AND AGRI EXPORTS
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the blank with the most appropriate alternative (Any Five) [5]

- a) Seeds, fertilizers, feed, chemicals etc. include in _____ sector.
(Farm, Farm input, Farm Product, Government)
- b) Agriculture products are mainly _____ in nature.
(Non-perishable, Durable, Perishable, None of these)
- c) Secondary market is also called as _____.
(Terminal Market, Local Market, Mandies Fairs)
- d) Micro Finance was developed by _____.
(Rangarajan, Late Prime Minister Rajiv Gandhi, Late Prime Minister Indira Gandhi, Wagule Committee)
- e) _____ is heads the department of import export in India.
(GOI, DGFT, WTO, WHO)
- f) Apex institution in agriculture finance is _____.
(RBI, NABARD, SBI, BOM)

B) Match the following. [5]

- | Column A | Column B |
|--|--------------------------|
| a) Contract Farming | i) In 1995 |
| b) The concept of Agribusiness | ii) In 1988 |
| c) NABARD established | iii) In 12 July 1982 |
| d) Kisan Credit Card Scheme
(KCCS) introduced | iv) In 1957 by Prof. Ray |
| e) WTO agreement on agriculture
came into force | v) At Taiwan in 1895 |

P.T.O.

C) True or False (Any Five) [5]

- a) The main objective of farm planning is the improvement in the standard of living of the businessman.
- b) Contract farming is the contractual arrangement between farmer and the firm.
- c) The terminal market markets are located in highly populated cities like Mumbai, Kolkata, Delhi, Bengaluru etc.
- d) Primary markets known as 'Hatts' or 'Shandies'.
- e) The Kisan Credit Card Scheme (KCCS) was introduced in the year 1998.
- f) Credit risk is the major risk faced by the exporters.

D) Answer in one Sentence (Any Five) [5]

- a) Define Agribusiness Management.
- b) What is Agricultural Marketing?
- c) Define Self Help Group.
- d) Explain the meaning of Commercial Bank.
- e) Define Mate's Receipt (MR).
- f) Define World Market.

Q2) Long Answer (Any Three) [30]

- a) Explain the characteristics of Agribusiness.
- b) What are the defects of agricultural marketing in India?
- c) State the role of Regional Rural Banks.
- d) Explain the essential contents of export marketing plan.
- e) What are the characteristics of cooperation?

Q3) Write a short note (Any Four) [20]

- a) Nucleus State Model
- b) Objective of Farm Planning
- c) Primary or Local Market
- d) Primary Agricultural Credit Society
- e) Functions of RRBs
- f) Operation of Letter of Credit

