

# 17454

**15162**

**3 Hours / 100 Marks**

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.  
(2) Answer each next main Question on a new page.  
(3) Illustrate your answers with neat sketches wherever necessary.  
(4) Use of Non-programmable Electronic Pocket Calculator is permissible.  
(5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

- 1. Attempt any FIVE of the following: 20**
- What are the various aspects of agricultural business? State the importance of agricultural in India's economy.
  - Define planning. What are its objectives?
  - Write the advantages and disadvantages of sole proprietorship.
  - What are the different ideas for managing and motivating people?
  - State the importance of financial statement.
  - Explain the role of financial management in Agribusiness. Justify with example.
  - List the various pricing methods and prices at various stages.
- 2. Attempt any TWO of the following: 16**
- What are the various types of farming? Explain any one.
  - Write the steps to be observed in planning.
  - Explain Maslow's need hierarchy. Also state motivation and hygienic factors.

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- 3. Attempt any TWO of the following: 16**
- a) What are the factors to be considered while preparing balance and income statement?
  - b) Define marketing. Explain concepts and difference between marketing and selling.
  - c) What are the various types of partnership? State their advantages and disadvantages.
- 4. Attempt any TWO of the following: 16**
- a) Explain the following system of Agribusiness.
    - (i) Agricultural input sector
    - (ii) Processing manufacturing sector
  - b) Why policies are adopted while planning a process? Write characteristics of sound plan.
  - c) Explain 4P's of marketing.
- 5. Attempt any TWO of the following: 16**
- a) What are the objectives of personal management? Write the procedure of selecting the right person in agricultural industry.
  - b) Explain the concept and calculation of profit and loss with suitable example.
  - c) Write the procedures and constructs in Agro-industry. What is the basis for market segmentation?
- 6. Attempt any FOUR of the following: 16**
- a) Compare contractual and community farming.
  - b) How is agricultural play a role in fertilizer and chemicals sector?
  - c) Write the characteristics of corporation.
  - d) Explain the concept of controlling and ordering people.
  - e) What are the factors to be considered while studying a sugar industry?
  - f) Write a short note on 'future and e-marketing'.
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