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22223

3 Hours / 70 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) Figures to the right indicate full marks.  
(5) Assume suitable data, if necessary.  
(6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

1. **Attempt any FIVE of the following:** **10**
- a) Enlist any four national education policies.
  - b) Define Agribusiness Management.
  - c) Define agriculture value chain.
  - d) Enlist different types of planning process.
  - e) Define controlling in agribusiness organization.
  - f) Enlist different types of tools used in balance sheet analysis.
  - g) Enlist different method of market segmentation.
2. **Attempt any THREE of the following:** **12**
- a) Explain role of stakeholders in agribusiness management.
  - b) Explain the component of agribusiness system.
  - c) Explain agribusiness supply chain.
  - d) Differentiate between supply chain and value chain.

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- 3. Attempt any THREE of the following:** **12**
- a) Write short note on organization culture.
  - b) Explain component of business plan.
  - c) Explain concept of controlling
  - d) Define organization structure and explain it briefly.
- 4. Attempt any THREE of the following:** **12**
- a) Explain SWOT analysis briefly.
  - b) Enlist different type of planning process. Explain any one in detail.
  - c) Discuss different functions of management.
  - d) Explain the structure of sole partnership.
  - e) Define directing. Explain personnel management.
- 5. Attempt any TWO of the following:** **12**
- a) Discuss concept and importance of balance sheet.
  - b) Explain hypothetical form of profit and loss statement.
  - c) Define market segmentation. Explain different methods involved in it.
- 6. Attempt any TWO of the following:** **12**
- a) Discuss with example on project report preparation.
  - b) Define test ratio. Explain net capital ratio in detail.
  - c) Define marketing mix. Explain 4Ps of marketing in detail.
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