Seat No:\_\_\_\_\_ Enrollment No:\_\_\_\_

## PARUL UNIVERSITY

## COLLEGE OF AGRICULTURE

B.Sc.(Hons.) Agriculture Winter 2018 - 19 Examination

Semester: 5 Date: 26/10/2018

Subject Code: 20105301 Time: 2:00 pm to 4:30 pm Subject Name: Fundamentals of Farm Business Management Total Marks: 60

Subject Name: Fundamentals of Farm Busines (including Product Developm	ss Management Total Marks: 60 ent, appraisal and monitoring		
Instructions	on, upp. a.c. a.c. a.c. a.c.		
1. All questions are compulsory.			
2. Figures to the right indicate full marks.			
3. Make suitable assumptions wherever necessary	y.		
4. Start new question on new page.			
Q.1 Do as Directed.			
A. Fill in the blanks. (Each of 1.00 marks)	•	10)	
1. 4 P classification was given by the scient			
-	obs with individuals to ensure right man for the right job.		
3. Father of Scientific management _			
4. Profit is highest in stage of			
5. Top level manger required	_ skill.		
6bridges the gap from where	we are to where we want to go.		
7 is a currently accepted or por	oular style in a given field.		
8. Theory of Need was given by	·		
9. Kotler proposed and	•		
10. Classification of Management function	ons is given by		
B. Multiple choice type questions. (Each	of 1.00 mark) (1	10)	
1 is the fourth stage of j	project life cycle.		
a) Appraisal	c) Identification		
b) Implementation	d) Monitoring		
2 is a basic and distinct	ive mode of expression appearing in a field of human		
endeavour.			
a) Fashion	c) Style		
b) Fads	d) None of above		
3 are the routes through wh	ich the ownership of goods flow on its way from the		
producer to the consumer.			
a) Channels of Distribution	c) Channels		
b) Distribution	d) Producer		
4. "To organise a business means to prov	ide it with everything useful to its functioning-raw		
material, tools, capital and personnel"	definition was given by		
a) Koontz	c) Kotler		
b) Henri fayol	d) Booms		
5 is the process of creating	ng a plan to spend your money.		
a) Planning	c) Budget		
b) Processing	d) Organising		
	same department or section, among workers or managers of		
various level is known as			
a) Internal coordination	c) Vertical coordination		
b) External coordination	d) Horizontal coordination		
·	c and impartial rating of an employee's excellence, in		
	matters pertaining to his present job and his potential for a better job		
a) Evolution	c) Monitoring		
b) Organising	d) Performance Appraisal		
, , ,	, II		

1. Project Life Cycle 2. Product 3. Motivation 4. Price skimming 5. Intangible Product 6. Recruitment 7. Management  B. Answer the following. (Any Five) 1. Give the steps involved in performance appraisal. 2. Enlist the types of coordination. 3. Give the difference between recruitment and selection 4. Draw Maslow's Hierarchy of Needs Pyramid. 5. Write importance of Man power planning 6. Write qualities of good management. 7. Write the Importance of organizing.  Q.3 Write short notes. (Any five) 1. Give the difference between Training and Development 2. Enlist and Explain steps involved in staffing process. 3. Explain Two factor theory in detail 4. Write down the advantages and disadvantages of planning. 5. Write about marketing strategies for Growth stage 6. Write about marketing mix  Q.4 Attempt any Three/Long Questions/Example 1. Explain product life cycle stages in detail with graph. 2. Explain the principles of coordination. 3. Explain Managerial functions of Management.		8. Theory X and Theory Y was given by			
9. Lower level manager requires		a) Mary Parker	c) Douglas McGregor		
a) Technical b) Conceptual d) None  10 is a function of management performed by top level management in order to achieve organizational goals. a) Staffing c) Recruitment b) Directing d) Management b) Directing d) Management  Q.2 Do as Directed.  A. Define the following. (Any five) (05) 1. Project Life Cycle 2. Product 3. Motivation 4. Price skimming 5. Intangible Product 6. Recruitment 7. Management  B. Answer the following. (Any Five) (05) 1. Give the steps involved in performance appraisal. 2. Enlist the types of coordination. 3. Give the difference between recruitment and selection 4. Draw Maslow's Hierarchy of Needs Pyramid. 5. Write importance of Man power planning 6. Write qualities of good management. 7. Write the Importance of organizing.  Q.3 Write short notes. (Any five) (15) 1. Give the difference between Training and Development 2. Enlist and Explain steps involved in staffing process. 3. Explain Two factor theory in detail 4. Write down the advantages and disadvantages of planning. 5. Write down the marketing strategies for Growth stage 6. Write about marketing mix  Q.4 Attempt any Three/Long Questions/Example 1. Explain product life cycle stages in detail with graph. 2. Explain Haprinciples of coordination. 3. Explain Managerial functions of Management.		b) George Terry	d) Maslow Hierarchy		
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