

PARUL UNIVERSITY
COLLEGE OF AGRICULTURE

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

Semester: 5

Subject Code: 20105301

Subject Name: Fundamentals of Farm Business Management

(including Product Development, appraisal and monitoring)

Date: 26/10/2018

Time: 2:00 pm to 4:30 pm

Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
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 scientist _____.
2. _____ is a process of matching jobs with individuals to ensure right man for the right job.
3. Father of Scientific management _____.
4. Profit is highest in _____ stage of PLC
5. Top level manager required _____ skill.
6. _____ bridges the gap from where we are to where we want to go.
7. _____ is a currently accepted or popular style in a given field.
8. Theory of Need was given by _____.
9. Kotler proposed _____ and _____.
10. Classification of Management functions is given by _____.

B. Multiple choice type questions. (Each of 1.00 mark)**(10)**

1. _____ is the fourth stage of project life cycle.

a) Appraisal	c) Identification
b) Implementation	d) Monitoring
2. _____ is a basic and distinctive 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 which 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 provide 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 a plan to spend your money.

a) Planning	c) Budget
b) Processing	d) Organising
6. Coordination of the employees of the 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
7. _____ is the systematic, periodic 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

8. Theory X and Theory Y was given by_____
- a) Mary Parker
b) George Terry
c) Douglas McGregor
d) Maslow Hierarchy
9. Lower level manager requires _____ skill.
- a) Technical
b) Conceptual
c) Human relations
d) None
10. _____ is a function of management performed by top level management in order to achieve organizational goals.
- a) Staffing
b) Directing
c) Recruitment
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

(15)

1. Explain product life cycle stages in detail with graph.
2. Explain the principles of coordination.
3. Explain Managerial functions of Management.
4. Explain product life cycle and their phases.