

PARUL UNIVERSITY
COLLEGE OF AGRICULTURE
B.Sc. (Hons.) Agriculture Winter 2019 Examination

Semester: 5**Date: 21-11-2019****Subject Code: 20105301****Time: 10:30am to 01:00pm****Subject Name: Fundamentals of Farm Business Management****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. Father of Scientific management _____.
2. Profit is highest in _____ stage of PLC.
3. _____ bridges the gap from where we are to where we want to go.
4. Classification of Management functions is given by _____.
5. Top level manager required _____ skill.
6. 4 P's classification was given by the scientist _____.
7. _____ is a currently accepted or popular style in a given field.
8. Theory of Need was given by _____.
9. Kotler proposed _____ and _____.
10. _____ is a process of matching jobs with individuals to ensure right man for the right job.

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

1. 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
2. _____ is a function of management performed by top level management in order to achieve organizational goals.

a) Staffing	c) Recruitment
b) Directing	d) Management
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. _____ is the fourth stage of project life cycle.

a) Appraisal	c) Identification
b) Implementation	d) Monitoring
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	c) Douglas McGregor
b) George Terry	d) Maslow Hierarchy
9. Lower level of management requires _____ skill

a) Technical	c) Human relations
b) Conceptual	d) None

10. Performance (P)=

a) $f(A * M * O)$

b) $f(A * P * O)$

c) $f(A * M * P)$

d) None of above

Q.2 Do as Directed.

A. Define the following. (Any five)

(05)

1. Recruitment
2. Management
3. Motivation
4. Staffing
5. Planning
6. Penetration pricing
7. Product

B. Answer the following. (Any Five)

(05)

1. Write the objectives of Agribusiness
2. Give the stages involved in setting of Pricing policy
3. Give the difference between recruitment and selection
4. Draw Maslow's Hierarchy of Needs Pyramid
5. Enlist types of Coordination
6. Give the steps involved in performance appraisal
7. What is Prestige pricing?

Q.3 Write short notes. (Anyfive)

(15)

1. Explain the types of Orientation programme
2. Give the steps involved in staffing process
3. Give the difference between Training and Development
4. Write down the advantages and disadvantages of planning
5. Explain the principles of coordination
6. Explain Two factor theory in detail

Q.4 Attempt any Three/Long Questions/Example

(15)

1. Explain project cycle and their stages.
2. What is Marketing mix? Enlist and explain 4 P's of Marketing mix
3. Explain product life cycle stages in detail with graph
4. Explain Equity theory of motivation in detail