



Set 1

**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)  
II Semester term end examination for 14<sup>th</sup> batch (2020-21)**

**AEM 202: Farm Business Management (4Credits)**

**Maximum Marks: 70**

**Duration: 2 ½ hrs**

**Answer any five questions. Each question carries equal marks.**

1. What is Market Intelligence? Explain the process and steps in Market Intelligence. 14 marks
2. Write short notes on **any two** of the following: 2x7= 14 marks
  - a) Define basic concepts in Farm management
  - b) Paradigm shift from Production-led extension to Market-Led extension
  - c) Emerging areas of Agribusiness
3. Enumerate and explain different types of classifications of markets. 14 marks
4. Describe the phases in Agripreneur development with institutional support to business entrepreneurs. 14 marks
5. Explain briefly on the following:
  - a) Characteristics of entrepreneurship 4 marks
  - b) Functions of Management 4 marks
  - c) Criteria for successful business 3 marks
  - d) Factors for commercial launching of new products 3 marks
6. Discuss various benefits of Aggregation in farming. 14 marks
7.
  - a) Differentiate between Supply chain and Value chain. 7 marks
  - b) Explain the five step marketing research process. 7 marks
8. Write the functions of financial management. Explain the financial statements used for managing farm finance. 14 marks

डॉ. वीनीता कुमारी

**Dr. Veenita Kumari**

उप निदेशक एवं प्रधान संचालक (पी जी डी ए ई एम)  
Deputy Director & Principal Coordinator (PGDAEM)

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

National Institute of Agricultural Extension Management (MANAGE)

राजेन्द्रनगर, हैदराबाद-५०० ०३०

Rajendranagar, Hyderabad-500 030.