



Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

Final examination , I semester 2014-15 (July 2015)

AEM 202 : Agri – Business and Entrepreneurship Development (3 Credits)

Maximum Marks- 70

Duration- 2 ½ hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the components of the promotion mix and the various levels of market promotion techniques used by the agribusiness enterprises.
2. Write briefly about the following(all the questions carry equal marks):
 - a) Difference between cash planning and control
 - b) Corporate governance
 - c) Seven ethical parameters evolved by the organizations
 - d) Functioning of the warehouse receipt system
3. Price volatility of agricultural produce is one of the common phenomenon in agriculture. Explain the causes and suggest measures to overcome them - Specify the advantages and limitations of each method.
4. Distinguish between forward contracts and futures contracts. Explain the role of futures trading in marketing of agricultural commodities.
5. Discuss about the procurement objectives that have to be fulfilled in buying of the materials and services by an enterprise or a firm.
6. Explain the functions and the powers of the central government with respect to the Essential Commodity Act.
7. Write short notes on **any four** the following(all the questions carry equal marks):
 - a) Needs of the rural markets in India.
 - b) Backward linkage models in agriculture marketing.
 - c) Kinds of negotiable instruments.
 - d) Valid contract
 - e) Characteristics of an entrepreneur
 - f) Marketing concept & Selling concept.
8. Why does an entrepreneur need a Business Plan? Explain the various types and key components considered while preparing the business plan.



January, 2015

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

**2nd Semester 2013-14 Term End Examinations &
Supplementary Examinations of 2007-08 to 2012-13**

AEM: 202: Agri-Business and Entrepreneurship Development (3 credits)

Max. Marks-70

Duration - 2 ½ hrs.

ANSWER ANY 5 QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. What is a business plan? What are the reasons for preparing a business plan? Mention the primary parts/sections in a typical business plan? Briefly describe the Different types of business plans?
2. Briefly discuss what is cash management in an enterprise and explain the problems to be handled in cash management so as to become a successful entrepreneur?
3. Write short note on **any four** of the following:
 - a. Types of purchasing in the procurement process
 - b. Markets classification based on functioning
 - c. Warehousing
 - d. Risk Management
 - e. Corporate Farming
 - f. Valid contract
4. Explain the phenomenon of procurement function using the example of any Agricultural/Horticultural/ Livestock/Fisheries Commodity (produce) of your region.
5. What are the major primary markets available for the farmers for different agricultural commodities? Discuss any one in detail.
6. Write briefly on **any four** of the following in promoting agri-business and entrepreneurship development
 - a. Contract farming in the promotion of agri- business
 - b. E-choupal –a recent initiative in commodities market
 - c. National level commodity exchanges in trading
 - d. Hedging & its advantages and limitations in risk management
 - e. Distinction between forward contracts and futures contracts
 - f. Characteristics of a partnership firm
7. Discuss the challenges in reaching an 'urban consumer' by 'rural producer'. How to empower the farmers to handle the urban markets ?
8. What do you understand by the term entrepreneurship in development programme ? Explain briefly any one of the phases.



Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

**2nd Semester 2013-14 Term End Examinations &
Supplementary Examinations of 2007-08 to 2012-13**

**AEM : 202 - Agri-Business and Entrepreneurship Development
(3 credits)**

Max. Marks-70

Duration - 2 ½ hrs.

ANSWER ANY 5 QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. The Indian farmer has an opportunity to reach global markets as an agri-business entrepreneur. In the light of this, explain briefly what do you understand by entrepreneurship, types of Entrepreneurs as per Clarence Danhof and entrepreneurial traits of agri - entrepreneurs?
2. Cash management is vital for the successful running of any enterprise. Briefly discuss what is cash management in an enterprise and explain the problems in cash management so as to become a successful entrepreneur?
3. Write **short notes** on **any four** of the following:
 - g. Market promotion techniques to move products in Agri- Business
 - h. List out the ICT initiatives (at least 5) of agri- marketing information and write the activity description of one of the ICTs.
 - i. Types of purchasing in the procurement process
 - j. Features of Indian rural markets
 - k. Rythu Bazar – a farmers direct market to realize the best price for agricultural produce
 - l. Cheque bounce and remedies
4. Marketing Management has acquired an important place in agri- business. Discuss in detail how the marketing managers satisfy customers in the target market using the marketing mix (the 4 P's of marketing).
5. What do you understand by commodity market? Briefly describe the characteristics of commodities and discuss the classification of markets with suitable examples.
6. Write briefly on **any four** of the following in promoting agri- business and entrepreneurship development

- g. Contract farming in the promotion of agri- business
 - h. E-choupal –a recent initiative in commodities market
 - i. National level commodity exchanges in trading
 - j. Hedging & its advantages and limitations in risk management
 - k. Distinction between forward contracts and futures contracts
 - l. Role of Vegetable and Fruits Promotion Council Keralam (VFPCCK), an innovative group marketing technique in improving the livelihoods of farmers
7. What do you mean by the term company? Mention its special features and discuss different types of companies along with the articles of association of the companies.
8. What are the commodity exchanges and futures trading? Discuss how exchange transactions take place in futures trading.



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
EXAMINATION – July, 2014**

AEM 202: Agri-Business & Entrepreneurship Development (3 CREDITS)

MAX MARKS-70

DURATION- 2 ½ hrs.

Answer any five of the following All questions carry equal marks

- 1) If Agriculture is to be treated as an enterprise, what do you understand by Agri-Entrepreneur and explain briefly their traits and types of Entrepreneurs?
- 2) Write short note on four of the followings?
 - a) Importance of Business plan in an Enterprise
 - b) Marketing Mix (The 4 P's of marketing)
 - c) Mention ICT initiatives (at least 5) in Agricultural marketing Information Network.
 - d) Constraints in processing Agricultural commodities.
 - e) Recent innovations in commodities markets.
 - f) Cheque Bounce and remedies.
- 3) What do you understand by cash management in an Enterprise and explain in detail the problems of cash management?
- 4) Explain the importance and need for rural markets in view of the large rural population in India and mention the major rural market needs of Indian rural markets?
- 5) Write your understanding of commodity markets with its characteristics and explain in detail the classification of commodity markets?
- 6) Explain the commodity exchanges and futures trading and describe how exchange transactions take place in futures trading?
- 7) What is Hedging and write the advantages and limitations of hedging in futures exchange and risk management?
- 8) What do you understand by the term Negotiable instruments act and explain in detail the kinds of negotiable instruments available for commercial transactions?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
SECOND SEMESTER EXAMINATION - 2012– 13 BATCH
JANUARY 2014**

Course- 202: AGRIBUSINESS & ENTREPRENEURSHIP DEVELOPMENT (3 Credits)

Max Marks: 70

Duration: 2 ½ hrs.

Answer any Five questions. All questions carry equal marks

1. What is meant by cash budget and list out the problems of cash management and also explain in detail any one of the problems.
2. Explain the term rural marketing and mention the major areas of rural market needs.
3. What do you understand by the term entrepreneurship in development programme and also explain briefly any one of the phases.
4. Define or explain the term procurement and commodity. List out the characteristics of commodities and explain in brief about the secondary markets?
5. Taking into your job area as example, write in detail any one of the government programs for helping the Farming Community?
6. Write short notes on any **three** of the following :
 - a. Warehousing
 - b. Risk Management
 - c. Marketing Mix
 - d. Corporate Farming
 - e. Agriculture Business
7. Write briefly the powers of the central government with reference to Essential Commodities Act 1955
8. List out recent innovations in commodities market. Explain any **one** of the innovations?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
SPECIAL SUPPLEMENTARY EXAMINATION – DECEMBER 2013**

Course- 202: Agribusiness & Entrepreneurship Development

Max Marks: 70

Duration: 2 ½ hrs.

Answer any Five questions. All questions carry equal marks

- 1) What is a business plan? What are the reasons for preparing a business plan? Mention the sections in a typical business plan? Briefly describe the different types of business plans?
- 2) Write briefly about four of the following?
 - A. Problems in cash management
 - B. Market segmentation
 - C. Marketing mix
 - D. Elements of Promotions mix
 - E. Valid contract
 - F. Ethics in purchasing
- 3) Based on competition what are the types of markets and explain them with examples?
- 4) What are the objectives of supply chain management? Describe the stages/ components of the same? Also mention the key issues in supply chain management at different levels?
- 5) Write short notes on any four of the following?
 - A. Characteristics of a partnership firm
 - B. Characteristics of commodities
 - C. Markets classification based on functioning
 - D. Safal market
 - E. E-choupal
 - F. Types of derivatives
- 6) Compare and contrast between contract and corporate farming?
- 7) What is meant by price risk and what are the causes of the same? What are the methods for tackling the same?
- 8) Mention the functions of warehouses? Classify the types of warehouses? Also briefly mention what is a warehouse receipt and ware house receipt system?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination (February 2010)**

Course 202: Agri-Business and Entrepreneurship Development

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any five questions. All questions carry equal marks

1. What do you understand by the concept of Market mix? Explain the concept using an agricultural commodity of your choice.
2. Explain the phenomenon of procurement function using a horticultural commodity of your region.
3. Write briefly on the following:
 - a. Essentials of valid contract
 - b. Characteristics of partnership firm
 - c. Commodities listed as essential by Government
4. What do you understand by Terminal Market? How it is different from traditional markets in realizing the better returns to the farmers? Explain with examples.
5. What do you understand by Warehouses and Ware housing? Explain the utility of warehouse receipt towards benefits of farmers.
6. What are the major primary markets available for the farmers for different agricultural commodities? Discuss any one in detail.
- 7) Futures trading is a BOON or BANE for the Indian Farm sector. Discuss citing an example.
- 8) Write short notes on any three of the following
 - a. Corporate farming
 - b. Forward contract
 - c. Role of IT in agricultural marketing
 - d. Warehouse receipt
 - e. Backward and Forward linkages in marketing



AEM-202 (S)

**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination, First Semester 2008-09 (August 2009)**

Course 202: Agri-Business and Entrepreneurship Development (3 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any five of the following questions. All questions carry equal marks.

1. Write short note on any three of the following
 - a) Features of Indian Rural Markets
 - b) Procurement Function
 - c) Pricing strategies adopted to price a product.
 - d) Commodity Exchange in India
 - e) Break Even Analysis
2. What do you understand by Terminal Market? How it is different from traditional markets in realizing better returns to the farmers? Explain with examples.
3. What do you understand by Business Plan? Explain steps involved in preparation of a business plan by taking *an enterprise as an example*.
4. Write short notes on any three of the following
 - c) Cash management
 - d) Corporate farming
 - c) Future Trading
 - d) Marketing Mix
 - e) Backward and Forward linkages in marketing
5. What are the important characteristics of an Entrepreneur? As an extension worker how do you promote agri-entrepreneurship among the rural youth? Discuss with suitable example.
6. What are the major primary markets available for the farmers for different agricultural commodities? Discuss any one in detail.
7. What do you understand by Warehouses and Ware housing? Explain the utility of warehouse receipt towards benefits of farmers.
8. What do you understand by Procurement Management? Explain the importance of Procurement Management in agriculture with examples?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination (August 2010)**

AEM-202: Agri-Business and Entrepreneurship Development

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any five questions. All questions carry equal marks

1. **What are the desirable qualities of an Entrepreneur – Discuss. How to inculcate these qualities to farmers.**
2. **What are the essential information to be included in Agri-Business Plan – Elaborate with an example.**
3. **Discuss the challenges in reaching Urban Consumers by Rural Producers. How to empower the farmers to handle urban markets?**
4. **What is Supply Chain Management? Discuss the key issues in Supply Chain Management with an example.**
5. **Differentiate between Contract Farming and Corporate Farming. Are these models desirable for agriculture development? Justify your opinion.**
6. **Discuss any one of the recent innovations in marketing of agriculture commodities and lessons for your service area.**
7. **Discuss the methods of tackling price risks. Which method is more suitable for your service area.**
8. **Write short notes on**
 - a. **Indian Contract Act, 1872**
 - b. **Indian Partnership Act, 1932**
 - c. **Essential Commodities Act, 1955**


