

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

B.E/B.TECH DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025

Sixth Semester

Agricultural Engineering

AI3018 - Agricultural Business Management

Regulations - 2021

Duration : 3 Hrs

Maximum: 100 Marks

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define management.	L1	1	2
2.	What is meant by Agri business?	L1	1	2
3.	Define MBO.	L1	2	2
4.	Define motivation.	L1	2	2
5.	Interpret the production and operations management.	L2	3	2
6.	What is marketing management?	L1	3	2
7.	Define financial management in agri-business.	L1	4	2
8.	What is the lead bank scheme?	L1	4	2
9.	Write about return on investment.	L1	5	2
10.	What you mean by recruitment?	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Explain the various functions of management.	L2	1	10
	i List and explain the types of agricultural business.	L2	1	6
	Or			
	b Illustrate the fourteen principles of management advocated by Henry Fayol.	L2	1	16
12.	a Outline the performance evaluation techniques of an organization.	L2	2	16
	Or			
	b i Demonstrate the SWOT analysis.	L2	2	10

i		Summarize the X and Y motivational theory with example.	L2	2	6
i					
13.	a	Explain the inventory management in Agri business.	L2	3	16
		Or			
	b	Summarize the marketing mix (4Ps: Product, Price, Place, Promotion) and discuss its application in agri-business.	L2	3	16
14.	a	Illustrate the different forms of agri-business organizations and explain the characteristics.	L2	4	16
		Or			
	b	Explain the process of procurement raw material in agribusiness.	L2	4	16
15.	a	Illustrate the different types of distribution channels used in agribusiness.	L2	5	16
		Or			
	b	Explain the key steps involved in recruitment and selection.	L2	5	16