

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF AGRICULTURE ENGINEERING

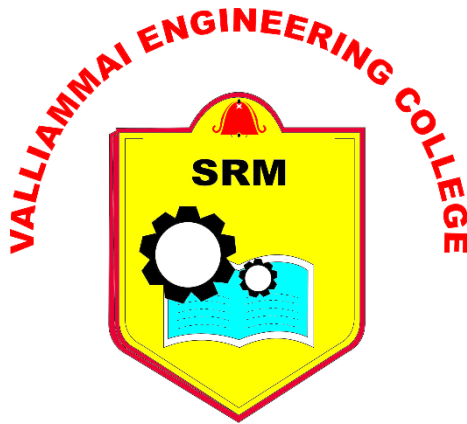
QUESTION BANK

VI SEMESTER

1902604 – AGRICULTURAL BUSINESS MANAGEMENT

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QUESTION BANK

UNIT – I

SYLLABUS:

Agri-business - scope, characteristics, types. Management - importance, definition, management and administration, management thoughts, Small business - characteristics and stages of growth - Management functions - planning, organizing, leading.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	What is meant by Business?	Level 1	Remembering
2.	Define Agribusiness.	Level 2	Understanding
3.	What is meant by Agriculture Value Chain?	Level 3	Applying
4.	Outline the components of Agribusiness.	Level 4	Analysing
5.	State the nature of Agribusiness.	Level 5	Evaluating
6.	What is considered to be Input Sector?	Level 6	Creating
7.	Define Management.	Level 1	Remembering
8.	State the feature of Management.	Level 2	Understanding
9.	List down the characteristics of Management.	Level 3	Applying
10.	Compare Management and Administration.	Level 4	Analysing
11.	Is Management a Science or Art?	Level 5	Evaluating
12.	Outline the functions of Management.	Level 6	Creating
13.	What is meant by Planning?	Level 1	Remembering
14.	State the importance of Planning.	Level 2	Understanding
15.	Write down the different types of Plans.	Level 3	Applying
16.	Give a brief on the importance of Organising.	Level 4	Analysing
17.	What is meant by Leadership?	Level 1	Remembering
18.	State the qualities of a good leader.	Level 2	Understanding
19.	Write down the characteristics of Small Business.	Level 1	Remembering
20.	State the limitations of Small Business.	Level 1	Remembering

PART- B						
S.NO	QUESTIONS			BT LEVEL	COMPETENCE	
1.	Elaborate the uniqueness of Agri Business Management.			(13)	Level 1	Remembering
2.	Briefly discuss the characteristics of Agri Business Management.			(13)	Level 2	Understanding
3.	(i)	Write about the nature of Small Business.	(6)	Level 3	Applying	
	(ii)	Discuss the various stages of growth in Small Business.	(7)			
4.	Enumerate the scope of Agri Business Management.			(13)	Level 4	Analysing
5.	Explain the various forms of Business Organisation.			(13)	Level 5	Evaluating
6.	Elaborate the various functions of Management.			(13)	Level 6	Creating
7.	State the difference between Management & Administration.			(13)	Level 1	Remembering
8.	Write a detailed note on types of Agri Business.			(13)	Level 2	Understanding
9.	Explain the process of Planning and the various types of Plans.			(13)	Level 3	Applying
10.	Discuss the Principles of Management.			(13)	Level 4	Analysing
11.	How would you describe a Leader? Discuss the qualities of a good leader.			(13)	Level 1	Remembering
12.	Examine the differences between Scientific and Administrative Management.			(13)	Level 2	Understanding
13.	Outline the various schemes by the Government of India to promote Small Business.			(13)	Level 4	Analysing
14.	(i)	Explain the nature of Planning.	(6)	Level 1	Remembering	
	(ii)	Discuss the importance of Planning Function.	(7)			

PART - C						
S.NO	QUESTIONS			BT LEVEL	COMPETENCE	
1.	Trace the evolution of Management thought.			(15)	Level 3	Applying
2.	Describe the scope and evolution of Agri Business in India.			(15)	Level 5	Evaluating

3.	Elucidate how does the management of agribusiness differ from the that of the management of other business.	(15)	Level 4	Analysing
4.	'Leadership is considered as the most important element of the directing function of management'. In the light of this statement, explain the importance of leadership.	(15)	Level 5	Evaluating

UNIT – II

SYLLABUS:

Principles, forms of agri-business organizations, staffing, directing, supervision and motivation. Controlling – types, performance evaluation and control techniques. Management approaches – Profit Centered Approach, Management by objectives and Quality Circles. Strength, Weakness, Opportunities and Threat (SWOT) Analysis.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	What is meant by a Business Organisation?	Level 1	Remembering
2.	State the characteristics of Business Organisations.	Level 2	Understanding
3.	List down the forms of Agribusiness.	Level 3	Applying
4.	What is meant by Staffing?	Level 4	Analysing
5.	Write down the importance of Staffing function.	Level 5	Evaluating
6.	Give an account on Directing function.	Level 6	Creating
7.	Explain the concept of Motivation.	Level 1	Remembering
8.	Write down the various types of Motivation.	Level 2	Understanding
9.	Point out the various techniques used in Motivation.	Level 3	Applying
10.	Outline the importance of Motivation.	Level 4	Analysing
11.	Define Controlling.	Level 5	Evaluating
12.	State the various types of Controlling.	Level 6	Creating
13.	What is meant by Performance Evaluation?	Level 1	Remembering
14.	State the need for Performance Evaluation.	Level 2	Understanding
15.	What is meant by Management by Objectives(MBO)?	Level 3	Applying
16.	List down the advantages of MBO.	Level 4	Analysing
17.	What is meant by Quality Circle?	Level 1	Remembering

18.	Write down the importance of Quality Circle.	Level 2	Understanding
19.	What is meant by SWOT Analysis?	Level 1	Remembering
20.	What do you mean by Profit Centered Approach?	Level 1	Remembering

PART- B					
S.NO	QUESTIONS		BT LEVEL	COMPETENCE	
1.	Discuss the various forms of Business Organisations and its characteristics.		(13)	Level 1	Remembering
2.	Explain the process of Management by Objectives along with its pros and cons.		(13)	Level 2	Understanding
3.	(i)	Explain the nature of Staffing Function.	(6)	Level 3	Applying
	(ii)	Discuss how staffing plays an important role in the management function.	(7)		
4.	Elaborate the need and importance of Motivation.		(13)	Level 4	Analysing
5.	Explain Maslow Theory of Motivation.		(13)	Level 5	Evaluating
6.	Elucidate the need and importance of effective control.		(13)	Level 6	Creating
7.	Enumerate the process of controlling with a neat diagram.		(13)	Level 1	Remembering
8.	What is meant by SWOT Analysis? Explain in detail.		(13)	Level 2	Understanding
9.	Discuss the Performance Evaluation Process.		(13)	Level 3	Applying
10.	Elaborate the various techniques in Performance Evaluation.		(13)	Level 4	Analysing
11.	Explain the concept of Quality Circle. Discuss the structure and its objectives.		(13)	Level 1	Remembering
12.	State the objectives of Performance Appraisal and the steps involved in Performance Appraisal.		(13)	Level 2	Understanding
13.	Examine the various methods of Performance Appraisal.		(13)	Level 4	Analysing
14.	(i)	Explain the process of developing a Quality Circle.	(6)	Level 1	Remembering
	(ii)	Outline the advantages and disadvantages of a Quality Circle.	(7)		

PART - C				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	In the context of today's market condition prepare a SWOT analysis for Agri Business model of your choice.	(15)	Level 4	Analysing
2.	Give a critical analysis on the various methods of Performance Evaluation.	(15)	Level 4	Analysing
3.	How does motivation play a pivotal role in managing workforce?	(15)	Level 5	Evaluating
4.	Examine how does Quality Circle movement contributes towards Organisational Success.	(15)	Level 5	Evaluating

UNIT – III				
SYLLABUS:				
Functional areas of Agri-business - Production and Operations management – functions, planning physical facilities and managing quality. Agro-inputs and products inventory management – raw material procurement, inventory types, and costs. Marketing management – Marketing environment, marketing mix – Agricultural input marketing firms.				
PART- A				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	What is meant by Production?		Level 1	Remembering
2.	Differentiate between Production and Operations.		Level 2	Understanding
3.	Explain the concept of Inventory Management		Level 3	Applying
4.	State the need and importance of Inventory Management.		Level 4	Analysing
5.	What is meant by Production Planning?		Level 5	Evaluating
6.	Discuss the need for Production Planning.		Level 6	Creating
7.	How would you define Quality?		Level 1	Remembering
8.	State the need for managing inventory costs.		Level 2	Understanding
9.	Define the term 'Marketing'.		Level 3	Applying
10.	Explain the concept of Agricultural Marketing.		Level 4	Analysing
11.	Outline the elements of Marketing Mix.		Level 5	Evaluating
12.	What is meant by Marketing Environment?		Level 6	Creating
13.	Write down the objectives of Marketing Management.		Level 1	Remembering
14.	Write short note on Inventory Control.		Level 2	Understanding

15.	Identify the sources of Raw Material Procurement.	Level 3	Applying
16.	State few techniques in Inventory Control.	Level 4	Analysing
17.	Define Marketing Management.	Level 1	Remembering
18.	State the importance of Marketing.	Level 2	Understanding
19.	What is difference between Marketing and Selling.	Level 1	Remembering
20.	What is meant by Operations Management?	Level 1	Remembering

PART- B						
S.NO	QUESTIONS			BT LEVEL	COMPETENCE	
1.	Elaborate the Functional Areas of Agri Business.			(13)	Level 1	Remembering
2.	State the process of production planning.			(13)	Level 2	Understanding
3.	(i)	Outline the objectives for Production Planning.	(6)	Level 3	Applying	
	(ii)	State the importance of Production Planning.	(7)			
4.	Outline the concept of Inventory Management and elaborate its importance in Agri Business.			(13)	Level 4	Analysing
5.	Discuss the various tools and techniques in the Management of Inventory.			(13)	Level 5	Evaluating
6.	Elaborate the Nature and Functions of Marketing Management.			(13)	Level 6	Creating
7.	What is meant by Marketing Mix? Elaborate the components of Marketing Mix.			(13)	Level 1	Remembering
8.	How does the marketing environment affect the business decisions?			(13)	Level 2	Understanding
9.	Enumerate the scope of marketing in the context of Agricultural Business.			(13)	Level 3	Applying
10.	With a neat diagram outline the marketing environment and explain the components of the Marketing Environment.			(13)	Level 4	Analysing
11.	Examine the functional areas in Management.			(13)	Level 1	Remembering
12.	Discuss the steps involved in Market Planning.			(13)	Level 2	Understanding
13.	Write a detailed note on Market Segmentation and the bases for market segmentation.			(13)	Level 4	Analysing
14.	(i)	State the role of Physical Facilities in planning for an Agri business.	(6)	Level 1	Remembering	
	(ii)	Discuss the steps involved in planning for physical facilities.	(7)			

PART - C				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	Elucidate how does Market Segmentation help an organisation in achieving its marketing objectives?	(15)	Level 6	Creating
2.	Critically examine the Inventory Management Techniques.	(15)	Level 5	Evaluating
3.	Analyse the Micro & Macro Environment of Agri Business.	(15)	Level 4	Analysing
4.	Elaborate on Agricultural Input Marketing in India.	(15)	Level 3	Applying

UNIT – IV			
SYLLABUS:			
Forms of agri-business organizations – Role of lead bank in agribusiness finance - Financial management. Acquiring capital – Budget analysis. Concepts and determinants Business project scheduling of raw material procurement - production management - launching products (branding, placement) - Input marketing promotion activities.			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1.	What is meant by Agricultural Credit?	Level 1	Remembering
2.	State the feature of Agricultural Finance.	Level 2	Understanding
3.	Write down the common problems in Agricultural Finance.	Level 3	Applying
4.	What is meant by a Lead Bank?	Level 4	Analysing
5.	Point out the role of a Lead Bank.	Level 5	Evaluating
6.	Why is important to offer Agricultural Credit?	Level 6	Creating
7.	Discuss the purpose of Financial Management.	Level 1	Remembering
8.	Give an account on Budget Analysis.	Level 2	Understanding
9.	Write down the various types of Budget.	Level 3	Applying
10.	What is meant by Project?	Level 4	Analysing
11.	Point out the characteristics of a Project.	Level 5	Evaluating
12.	Identify the various sources of Capital.	Level 6	Creating
13.	What is meant by Production Management?	Level 1	Remembering
14.	Define Branding.	Level 2	Understanding

15.	Write down the characteristics of a good brand.	Level 3	Applying
16.	What is meant by Positioning?	Level 4	Analysing
17.	Enumerate the importance of product positioning.	Level 1	Remembering
18.	Define Marketing Channel.	Level 2	Understanding
19.	What is meant by Market Integration?	Level 1	Remembering
20.	What is meant by Conglomeration?	Level 1	Remembering

PART- B					
S.NO	QUESTIONS			BT LEVEL	COMPETENCE
1.	What is meant by Agricultural Finance? Explain its features.		(13)	Level 1	Remembering
2.	State and elaborate on the problems associated with Agricultural Finance in India.		(13)	Level 2	Understanding
3.	(i)	What is meant by a Project? State its characteristics.	(5)	Level 3	Applying
	(ii)	Write a detailed note on Project Life Cycle.	(7)		
4.	Discuss the various sources of Agricultural Finance.		(13)	Level 4	Analysing
5.	What is meant by a Market? Discuss the classification of Market.		(13)	Level 5	Evaluating
6.	Define Marketing Channel. Explain the various channels of Marketing used in Agri Business.		(13)	Level 6	Creating
7.	Elaborate the need and importance of Financial Management.		(13)	Level 1	Remembering
8.	With a neat diagram explain the procurement process flow in an Agri based organisation.		(13)	Level 2	Understanding
9.	Discuss the various types of Promotional Activities with its pros and cons.		(13)	Level 3	Applying
10.	Examine the objectives and essentials of budgetary control.		(13)	Level 4	Analysing
11.	Draft a project plan for setting by an Agricultural Product marketing business.		(13)	Level 1	Remembering
12.	Explain the New Product Development process.		(13)	Level 2	Understanding
13.	Discuss the various component of the Brand Promotion Mix.		(13)	Level 4	Analysing
14.	(i)	Compare Sole Proprietorship & Partnership Business.	(6)	Level 1	Remembering
	(ii)	State the characteristics of a Joint Stock Company.	(7)		

PART - C				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	'Marketing plays a vital role in today's competitive market' – Support the statement with your views.	(15)	Level 3	Applying
2.	The Agri Business Industry needs of strong Financial Support. Discuss the various measures in this regard.	(15)	Level 3	Applying
3.	Elaborate the challenges in Agricultural Finance and the measures in place to over come these challenges.	(15)	Level 5	Evaluating
4.	Discuss the brand positioning of AMUL as a successful brand in India.	(15)	Level 3	Applying

UNIT – V				
SYLLABUS:				
Agricultural products - marketing promotion activities - product pricing methods. District Industries Centre - Consumer survey - Agricultural inputs retailing - Market potential assessment - types of distribution channels - Return on Investment – Personnel management. Recruitment, selection and training - Technology in Agri Business.				
PART- A				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	What is meant by Agricultural Product?		Level 1	Remembering
2.	Explain Agri Product Marketing.		Level 2	Understanding
3.	State the need for Agri Product Marketing.		Level 3	Applying
4.	What is meant by Pricing Policy?		Level 4	Analysing
5.	State the different types of Product Pricing Strategies.		Level 5	Evaluating
6.	List down the objectives of District Industries Centre.		Level 6	Creating
7.	What are the functions of a DIC?		Level 1	Remembering
8.	Write a short note on Market Potential Assessment.		Level 2	Understanding
9.	Give a brief account on the purpose of Market Assessment.		Level 3	Applying
10.	State the challenges in Agri Product Retailing.		Level 4	Analysing
11.	Write short note on Agricultural Input Retailing.		Level 5	Evaluating
12.	Compare Organised and Unorganised Retailing.		Level 6	Creating
13.	What is meant by Personnel Management?		Level 1	Remembering

14.	List down some of the technological innovation in Agribusiness.	Level 2	Understanding
15.	Outline the process of Selection.	Level 3	Applying
16.	Differentiate between Recruitment and Selection.	Level 4	Analysing
17.	What is meant by a Consumer Survey?	Level 1	Remembering
18.	State the various tools used in a conducting a survey.	Level 2	Understanding
19.	What is meant by Price Skimming?	Level 1	Remembering
20.	What is meant by Penetration Pricing?	Level 1	Remembering

PART- B

S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1.	Elaborate the need for marketing promotion and the various techniques that can be used in promotion of Agricultural Commodities.	(13)	Level 1	Remembering
2.	Discuss the various strategies in pricing Agricultural Commodities.	(13)	Level 2	Understanding
3.	(i) Outline process of conducting Consumer Survey.	(6)	Level 3	Applying
	(ii) Discuss the importance of consumer survey.	(7)		
4.	Examine the role of District Industries Centre in promoting Agri Business.	(13)	Level 4	Analysing
5.	Evaluate how Agricultural Input Retailing helps in developing Agri Business?	(13)	Level 5	Evaluating
6.	Explain the process of Recruitment.	(13)	Level 6	Creating
7.	Elucidate the Selection Process and state the challenges in the selection of efficient workforce.	(13)	Level 1	Remembering
8.	Discuss the process of Employee Training and Development.	(13)	Level 2	Understanding
9.	Analyse the various methods of imparting Training to employees.	(13)	Level 3	Applying
10.	Examine the various sources of recruitment.	(13)	Level 4	Analysing
11.	How does promotional strategy play a critical role in a product success?	(13)	Level 1	Remembering
12.	Discuss in detail the objectives of Pricing.	(13)	Level 2	Understanding
13.	Elaborate the various pricing strategies.	(13)	Level 4	Analysing

14.	(i)	Write a detailed note on Distribution Channel.	(6)	Level 1	Remembering
	(ii)	Explain the various types of distribution channel.	(7)		

PART - C					
S.NO	QUESTIONS		BT LEVEL	COMPETENCE	
1.	“Training programme are helpful to avoid personnel obsolescence”. Discuss.		(15)	Level 3	Applying
2.	Many companies spend considerable time & money on training in interpersonal skills, Do you think such training really works? Explain your answer.		(15)	Level 4	Analysing
3.	“Human Resource Planning is a basic business premise & is necessary for organizational effectiveness” please evaluate the statement.		(15)	Level 5	Evaluating
4.	Evaluate the role of Technology and its impact in Agricultural Business.		(15)	Level 5	Evaluating