2 0 1 8

B.Tech Even Semester (CBCS) Exam., May—2018

AGRICULTURAL ENGINEERING

(8th Semester)

Course No. : AE–802

(Agricultural Business Management)

Full Marks : 75
Pass Marks : 30

Time : 3 hours

Note : 1. Answer **one** question from each unit.
2. Begin each answer in a new page.
3. Answer parts of a question at a place.
4. Assume reasonable data wherever required.
5. The figures in the margin indicate full marks for the questions.

UNIT—I

1. *(a)* Explain the four functions of management. 8

(b) Explain the various components of time series models of forecasting. 7

2. *(a)* Explain and differentiate between the qualitative and quantitative methods of forecasting. 8

(b) Explain the types of data with the help of sketch. 7

UNIT—II

3. *(a)* List the various dimensions of a market. Explain how a large seasonal demand complicates inventory management and production scheduling. 9

(b) List the factors affecting the marketing cost and marketing efficiency. 6

4. *(a)* Explain the term marketing management. List and explain the various types of utilities. 8

(b) List and explain the various types of imperfect markets. 7

UNIT—III

5. *(a)* Define asset. Enumerate the various forms of assets. 3+4=7

(b) Explain the causes for the poor repayment capacity of Indian farmers. 8

6. *(a)* What do you understand by financial ratios? List and explain the various types of activity ratios. 4+4=8

(b) Based on purpose, explain the types of credits. 7

UNIT—IV

7. *(a)* What do you understand by the term demand? State and explain the Law of Demand. 8

(b) Explain the principle of product substitution. 7

8. *(a)* Explain the principle of comparative advantage. 8

(b) Write a note on integrated rural development programme. 7

UNIT—V

9. What do you understand by the term 'message'? List and explain the characteristics of a good message. 7+8=15

10. List and explain the functions of communication. With the help of sketch, explain the Berlo's model of communication process. 7+8=15

★ ★ ★