

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc (Food Technology) (2017 Batch) (Sem.-3)

AGRI BUSINESS MANAGEMENT

Subject Code : MSFT-613

Paper ID : [75578]

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying ONE marks each and students has to attempt any ALL questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying SIX marks each and student has to attempt any ONE question from each Subsection.

SECTION-A

1. Write short notes on :

- a) Vertical integration in agribusiness.
- b) Small scale industry
- c) Firm and industry
- d) Manufacturing sector
- e) WTO
- f) Agribusiness input sector.

SECTION-B

UNIT-I

2. When did globalization start in India? Has India benefited from globalization? Discuss. •
3. What is new product development? Explain the process of new product development in detail.

UNIT-II

4. What do you mean by Entrepreneur? Write about the various characteristics of an Entrepreneur.
5. Write about the government schemes in India to strengthen the entrepreneurship development.

UNIT-III

6. Define Marketing. Explain the market research process in agribusiness.
7. Discuss the scope and importance of agribusiness in India.

UNIT-IV

8. What is Codex Alimentarius? Discuss the role of Codex Alimentarius in the food business.
9. *“The entry of international companies in food markets have changed the consumers buying behavior of food products”*. Discuss.

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