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2. In PERT the project is divided into different parts, each part is known as ________, and when an ________ is completed the result is known as ________.

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11 What is to, tp, tm? why it is important?

12 Draw Gantt chart, the PERT diagram with the help of following information and find out critical path, critical time

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12 Draw the PERT diagram and Find out the critical path, critical time. And also find out the extra cost if the project will be ready in 30 weeks.

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14. What is the element of the project management? Explain WBS for dinner project.

OR

14. List out some outstanding quality of women entrepreneurs and also list out psycho-social barriers.

15. Explain the competencies of successful entrepreneur which is given by United States Agency for International Development and list out the quality of successful Entrepreneur (At least 15)
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Q-1 Write the answer of following question.

1 and are the two versions of goals of the financial management of the firm.

a) Profit maximisation, Wealth maximization  
b) Production maximisation, Sales maximization  
c) Sales maximisation, Profit maximisation  
d) Value maximisation, Wealth maximisation  

2 Raising more capital than required denotes situation of

3 Which of the following cost is it generally necessary to apply a tax adjustment to a yield measure? a) Cost of equity b) Cost of retain earning c) Cost of debt d) Cost of preference share

4 Capital budgeting is the process

a) used in sell or process further decisions. b) of determining how much capital stock to issue. c) of making capital expenditure decisions. d) of eliminating unprofitable product lines.

5 Financial leverage means

a) Use of more debt capital to increase Financial risk b) High degree of solvency  
c) Low bank finance d) None of the above

6 If a company's required rate of return is 9%, and in using the profitability index method, a project's index is greater than 1, this indicates that the project's rate of return is

a) equal to 9%. b) Greater than 9%. c) Less than 9%. d) Unacceptable for investment purposes.

7 Current ratio is 4:1. Net Working Capital is ₹30,000. Find the amount of current Assets.

a) ₹10,000 b) ₹40,000 c) ₹24,000 d) ₹6,000

8 The term capital structure denotes:

a) Total of Liability side of Balance Sheet  b) Equity Funds, Preference Capital and Long term Debt, c) Total Shareholders Equity, d) Types of Capital Issued by a Company.

9 Factoring refers to:

a) Determining the aging schedule of the firm's accounts receivable  
b) The sale of a firm's accounts receivable to another firm  
c) The determination of the average collection period  
d) Scoring a customer based on the 5 C's of credit

10 The IRR is defined as:

a) The discount rate that makes the NPV equal to zero b) The difference between the cost of capital and the present value of the cash flows  c) The discount rate used in the NPV method d) The discount rate used in the discounted payback period method
Q-2 Define the term Financial Management. Explain the five “A” of financial management.

Q-3 What is Capitalization? Explain the difference between Capitalisation, Capital Structure and Financial structure.

Q-4 Explain the meaning of Cost of Capital and its types.

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Q-6 What is Capital budgeting? Explain any two method of capital budgeting with example.

Q-7 Explain the concept of dividend and types of dividend.

Q-8 Following information are available with regards to the capital structure of R.S.Ltd.

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</thead>
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<tr>
<td>Debt Capital</td>
<td>6,00,000</td>
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</tr>
<tr>
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You are required to calculate weighted average cost of capital.

Q-9 A choice is to be made between two competing project proposals which require and equal investment of ₹ 50,000 and are expected to generate net cash flows as under

<table>
<thead>
<tr>
<th>Year</th>
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<tbody>
<tr>
<td>1</td>
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The cost of capital of the company is 10%. Which proposal should be chosen and Why? Evaluate the Project proposals under Payback Period, NPV and PI Methods

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Q-1 Write the answer of following question.

1. ______________ and ______________ are the two versions of goals of the financial management of the firm.
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1. Contract
2. Agreement
3. Promise
4. Proposal
5. Free consent
6. Express Contract
7. Implied Contract
8. Quasi Contract
9. Executed Contract
10. Executory Contract
11. Unilateral Contract
12. Bilateral Contract
13. Valid Contract
14. Void Contract
15. Communication
16. Invitation to Offer
17. Specific Offer
18. Cross Offer
19. Continuous Offer
20. Counter Offer
21. General Offer
22. Consideration
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27. Misrepresentation
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29. Contingent Contact
30. Wagering Agreement
31. Insurance Contract
32. Uncertain Agreement
33. Reciprocal promise
34. Discharge of a contract
35. Novation
36. Alteration
37. Rescission
38. Ordinary Damages
39. Special Damages
40. Quantum Meruit
41. Indemnity Contract
42. Contact of Guarantee
43. Bailment
44. Finder of goods
45. Pledge
46. Partnership
47. Hindu United Family (HUF)
48. Co ownership
49. Club
50. Goods
51. Agreement to sell
52. Sale
53. Delivery
54. Hire Purchase
55. Condition

Q.2 What do you mean by Hundis? Explain types of Hundis. (03 Marks)

Q.3 What do you mean by Business Ethics? Explain it need in the business. (03 Marks)

Q.4 What is the producer company? Discuss in details the producer company act. (03 Marks)

Also cite the differences between producer co-operative and Producer Company

P.T.O
Q.5 Enlist the following: (10 Marks)

1. Essential elements of an proposal
2. Essential of consideration
3. Essential of Valid Tender
4. Essential of valid sales
5. Characteristics of a Negotiable instrument
6. Banker may refuse to honour a customer’s Cheque.
7. Characteristics of Company
8. Types of Goods
9. Rights & Duties of Unpaid seller

Q.6 Differentiate following (06 Marks)

1. Private Vs Public Company
2. Memorandum of Association Vs Articles of Association
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52. Sale
53. Delivery
54. Hire Purchase
55. Condition

Q.2 What do you mean by Hundis? Explain types of Hundis. (03 Marks)

Q.3 What do you mean by Business Ethics? Explain it need in the business. (03 Marks)

Q.4 What is the producer company? Discuss in details the producer company act. (03 Marks)

Also cite the differences between producer co-operative and Producer Company

P.T.O
Q.5  Enlist the following:  

1. Essential elements of an proposal  
2. Essential of consideration  
3. Essential of Valid Tender  
4. Essential of valid sales  
5. Characteristics of a Negotiable instrument  
6. Banker may refuse to honour a customer’s Cheque.  
7. Characteristics of Company  
8. Types of Goods  
9. Rights & Duties of Unpaid seller  

Q.6  Differentiate following  

1. Private Vs Public Company  
2. Memorandum of Association Vs Articles of Association
All questions are compulsory in Section A and Section B. Only attempt four questions in Section C

Section- A

I. Fill in the blanks. (1 x 10 = 10)

a) A square denotes _______ node and a circle denotes _______ node.

b) An assumption that implies that finite numbers of choices are available to a decision – maker and the decision variables do not assume negative values is known as _________.

c) _________ are called mathematical model.

d) Full-form of MODI method _______________________

e) A model of a proposed building provided by an architect is an example of ________ model.

f) PERT stands for ___________________________ and CPM stands for ___________________________

g) Waiting line theory has been put forth by ________________

h) The point of equilibrium in game theory model is called as ___________________

i) __________________ inventory control model is related to closing stock

j) Johnson’ rule deals with ________________ model

Section-B

II. Solve the following transportation problem for maximum profit. (7 X 1 = 7)
Per Unit Profit (Rs.)

<table>
<thead>
<tr>
<th></th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warehouse</td>
<td>A</td>
</tr>
<tr>
<td>X</td>
<td>12</td>
</tr>
<tr>
<td>Y</td>
<td>8</td>
</tr>
<tr>
<td>Z</td>
<td>14</td>
</tr>
</tbody>
</table>

Availability at warehouse:
X: 200 units
Y: 500 units
Z: 300 units

Demand in the markets:
A: 180 units
B: 320 units
C: 100 units
D: 400 units

'SOR'

Solve the following linear programming problem through Simplex tableau method.

Maximise $Z = 40x_1 + 35x_2$

Subject to

$2x_1 + 3x_2 \leq 60$

$4x_1 + 3x_2 \leq 96$

$x_1, x_2 \geq 0$

III. A bookstore sells a particular book of tax laws for Rs.100. It purchases the book for Rs.80 per copy. Since some of the tax laws change every year, the copies unsold at the end of a year become outdated and can be disposed of for Rs.30 each. According to past experience, the annual demand for this book is between 18 and 23 copies. Discuss the decision rules for taking decisions through following methods:

a) Laplace Principle

b) Maximin or Minimax Principle
IV. Explain following (Any twelve) (0.5 x 12 = 6)
1. Unboundedness
2. Maximin or Minimax Principle in case of costs
3. Big-M method
4. Infeasible Solution
5. Decision tree
6. Binding and Non-Binding Constraints
7. Degeneracy
8. Hurwicz Principle
9. Expected pay-off of perfect information (EPPI)
10. Steps involved in solving transportation problem
11. Assumptions of linear programming
12. Redundant constraint
13. Penalty method of transportation
14. Differentiate between artificial, slack and surplus variables

Section C

V. What do you mean by inventory? Discuss types of inventory and different cost involved in inventory. Why an organisation maintain inventory in spite of escalation of cost?

VI. A firm is using a machine whose purchase price is Rs 13,000/-. The installation charges amount to Rs 3,600/- and has a scrap value of only Rs 1,600/- because the firm has a monopoly of this work. The maintenance cost in various years is given in the following table.
The firm wants to determine after how many years should the machine be replaced on economic consideration, assuming that the machine replacement can be done only at the year ends.

### VII. Information on the activities required for a project is as follows

<table>
<thead>
<tr>
<th>Name</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities</td>
<td>1- 2</td>
<td>1- 3</td>
<td>2- 4</td>
<td>3- 5</td>
<td>3- 6</td>
<td>3- 7</td>
<td>4- 8</td>
<td>4- 9</td>
<td>5- 10</td>
<td>6- 11</td>
<td>7- 12</td>
</tr>
<tr>
<td>Node</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Duration (days)</td>
<td>2</td>
<td>7</td>
<td>8</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

Draw the network and calculate the Earliest start (ES), Earliest finish (EF), Latest start (LS) and Latest finish (LF) times of the activities.

### VIII. Perform ABC analysis using the following data

<table>
<thead>
<tr>
<th>Item</th>
<th>Units</th>
<th>Unit Price (Rs)</th>
<th>Item</th>
<th>Units</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>700</td>
<td>5.00</td>
<td>7</td>
<td>6000</td>
<td>0.20</td>
</tr>
<tr>
<td>2</td>
<td>2400</td>
<td>3.00</td>
<td>8</td>
<td>300</td>
<td>3.50</td>
</tr>
<tr>
<td>3</td>
<td>150</td>
<td>10.00</td>
<td>9</td>
<td>30</td>
<td>8.00</td>
</tr>
<tr>
<td>4</td>
<td>60</td>
<td>22.00</td>
<td>10</td>
<td>2900</td>
<td>0.40</td>
</tr>
<tr>
<td>5</td>
<td>3800</td>
<td>1.50</td>
<td>11</td>
<td>1150</td>
<td>7.10</td>
</tr>
<tr>
<td>6</td>
<td>4000</td>
<td>0.50</td>
<td>12</td>
<td>410</td>
<td>6.20</td>
</tr>
</tbody>
</table>

### IX. What do you understand by Two Person Zero sum game? Probable assumptions involved in it. Discuss dominance rule in Game theory model.
Date: 23/05/2017

All questions are compulsory in Section A and Section B. Only attempt four questions in Section C

I. Fill in the blanks. (1 x 10 = 10)
   a) A square denotes __________ node and a circle denotes __________ node.
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### Per Unit Profit (Rs.)

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<tr>
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<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>12</td>
<td>18</td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>Y</td>
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Solve the following linear programming problem through **Simplex tableau method**.

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\[ Z = 40x_1 + 35x_2 \]

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IV. Explain following (Any twelve) (0.5 x 12 = 6)

1. Unboundedness
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<td>3-</td>
<td>3-6</td>
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<td>4-</td>
<td>5-</td>
<td>6-</td>
<td>7-</td>
<td>8-</td>
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<td>7</td>
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<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Duration</td>
<td>2</td>
<td>7</td>
<td>8</td>
<td>3</td>
<td>6</td>
<td>10</td>
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INTERNATIONAL AGRI-BUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
ANAND – 388110
GUJARAT, INDIA

Post-Graduate Even Semester (Second Sem.) End Examination 2016-17
Course No.: ABM- 502 (2+0)
Course Title: Agribusiness Environment and Policy

Date: 22-05-2017
Time: 10.00 to 12.00hrs
Monday
Marks: 50

Note: 1. Attempt any five questions.
2. Maximum marks are indicated against each question.

Q1. Precisely answer the following: 2*5
   1. What constitutes business environment? Discuss the role of internal environmental factors in influencing the business.
   2. Challenges in Indian agriculture with focus on changing economic environment.

Q2. Discuss the following: 2*5
   1. Reduction commitments under Agreement on Agriculture (AoA) in WTO.
   2. Major Issues and Challenges for PDS in India.

Q3. Write short but precise notes on any four of the following: 4*2.5
   1. Targeted Public Distribution System (TPTTS) in India.
   2. Efficient agricultural marketing system.
   3. Crisis in Indian agriculture.
   4. Reforms in agricultural marketing.
   5. Elements of a holistic strategy for agribusiness.

Q4. Discuss the following: 2*5
   1. Challenges and opportunities for Agribusiness in India.

Q5. Discuss any two of the following: 2*5
   1. Impact and scope of agriculture price policy in India.
   2. Causes and effects of rural indebtedness.

P.T.O
Q6. Write notes on any four of the following:

1. Factors determining growth of seed industry in India.
3. Growth drivers of tractor industry in India.
4. Pesticides consumption in India vis-à-vis other major countries.
5. Nutrients consumption among Asian countries.
Note: 1. Attempt any five questions.
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Q.1 Define following terms

1. Positioning
2. Specialty goods
3. Length of product mix
4. Conformance quality
5. Offerings
6. Marketing
7. Industry
8. Marketing communication
9. Marketing channel
10. Hybrid channels
11. Retailing
12. Product
13. Category membership
14. Marketing Research
15. Marketing Information System

Q.2 Fill in the blanks

1. Consumers who show no loyalty to any brand are called __________

2. Value is a combination of _______, _______, and _______ which is called as customer value triad.

3. In porter value chain “Human resource” fall under _______ activities.

4. In McKinsey’s element of success “System” falls under _______

5. In hypothetical market structure share of market follower is _______ percentage.

6. _______ distribution means places the goods or services in as many outlets as possible.

7. In adaptor categorization percentage of early adopters are _______

8. _______ power means that the manufacturer threatens to withdraw a resource or terminate a relationship if intermediaries fail to cooperate.

9. In Micro model of consumer response (communication) AIDA stands for _______, _______, _______, and _______.

10. In growth stage of product life cycle promotion sales ratio _______
11. **Increasing/Decreasing**

   is the degree to which all the produced units are identical and meet the promised specification.

12. A direct marketing channel is a _____.

A) One-level channel  
B) Two-level channel  
C) Zero-level channel  
D) Three-level channel  
E) Reverse-flow channel

13. ____ includes the producer, wholesaler, and retailer acting as a unified system.

A) Parallel marketing channel  
B) Vertical marketing system  
C) Extensive marketing channel  
D) Internal marketing system  
E) Conventional marketing channel

14. ____ includes all the activities in selling goods or services to those who buy for resale or business use.

A) Retailing  
B) Wholesaling  
C) Procurement  
D) Promoting  
E) Warehousing

15. Products such as insurance, cemetery plots, and smoke detectors are examples of ____ that are products that the consumer does not know about or does not normally think of buying.

A) Specialty goods  
B) Unsought goods  
C) Heterogeneous shopping goods  
D) Homogeneous shopping goods  
E) Convenience goods
16. The task of any business is to ________.
   A) Create customer needs
   B) Differentiate in terms of cost of production
   C) Deliver customer value at a profit
   D) Reduce competition
   E) Communicate similar value as provided by competitors

17. ________ aims to stimulate repeat purchase of products and services.
   A) Reinforcement advertising
   B) Comparative advertising
   C) Persuasive advertising
   D) Informational advertising
   E) Reminder advertising

18. The catalog you receive from a large apparel store, displaying their new summer collection, is an example of ________ marketing.
   A) Buzz
   B) Direct
   C) Virtual
   D) Word of mouth
   E) Interactive

19. ________ aims to convince current purchasers that they made the right choice.
   A) Persuasive advertising
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20. Hilton Hotels customizes rooms and lobbies according to location. Northeastern hotels are sleeker and more cosmopolitan. Southwestern hotels are more rustic. This is an example of ________ segmentation.
   A) demographic
   B) behavioral
   C) psychographic
   D) geographic
   E) cultural
Q.3 Answer below questions
1. Enlist Product levels and explain with an example
2. Enlist stages of new product development
3. Enlist Porter’s five forces with example
4. Enlist steps of Consumer decision making process
5. Enlist reasons for New Product Success

Q.4 Write short notes
1. Enlist stages of product life cycles and explain marketing strategies used in all stages of product life cycle.
2. Explain marketing strategies used by a Market Leader
3. Marketing communication mix
4. Consumer market segmentation
5. Black box model
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