



# UNIVERSITY OF MYSORE

Ph.D. Entrance Examination, November - 2020

SUBJECT CODE :

01

QUESTION BOOKLET NO.

508254

Entrance Reg. No.

## QUESTION BOOKLET

(Read carefully the instructions given in the Question Booklet)

SUBJECT : **AGRIBUSINESS MANAGEMENT**

MAXIMUM MARKS : 100

MAXIMUM TIME : THREE HOURS

(Including initial 10 minutes for filling O.M.R. Answer sheet)

### INSTRUCTIONS TO THE CANDIDATES

1. The sealed questions booklet containing 50 questions enclosed with O.M.R. Answer Sheet is given to you.
2. Verify whether the given question booklet is of the same subject which you have opted for examination.
3. Open the question paper seal carefully and take out the enclosed O.M.R. Answer Sheet outside the question booklet and fill up the general information in the O.M.R. Answer sheet. If you fail to fill up the details in the form of alphabet and signs as instructed, you will be personally responsible for consequences arising during scoring of your Answer Sheet.
4. During the examination:
  - a) Read each question carefully.
  - b) Determine the Most appropriate/correct answer from the four available choices given under each question.
  - c) Completely darken the relevant circle against the Question in the O.M.R. Answer Sheet. For example, in the question paper if "C" is correct answer for Question No.8, then darken against Sl. No.8 of O.M.R. Answer Sheet using Blue/Black Ball Point Pen as follows:

Question No. 8. (A) (B) (C) (D) (Only example) (Use Ball Pen only)

5. Rough work should be done only on the blank space provided in the Question Booklet. Rough work should not be done on the O.M.R. Answer Sheet.
6. If more than one circle is darkened for a given question, such answer is treated as wrong and no mark will be given. See the example in the O.M.R. Sheet.
7. The candidate and the Room Supervisor should sign in the O.M.R. Sheet at the specified place.
8. Candidate should return the original O.M.R. Answer Sheet and the university copy to the Room Supervisor after the examination.
9. Candidate can carry the question booklet and the candidate copy of the O.M.R. Sheet.
10. The calculator, pager and mobile phone are not allowed inside the examination hall.
11. **If a candidate is found committing malpractice, such a candidate shall not be considered for admission to the course and action against such candidate will be taken as per rules.**

### INSTRUCTIONS TO FILL UP THE O.M.R. SHEET

1. There is only one most appropriate/correct answer for each question.
2. For each question, only one circle must be darkened with BLUE or BLACK ball point pen only. Do not try to alter it.
3. Circle should be darkened completely so that the alphabet inside it is not visible.
4. Do not make any stray marks on O.M.R. Sheet.

ಗಮನಿಸಿ : ಸೂಚನೆಗಳ ಕನ್ನಡ ಆವೃತ್ತಿಯು ಈ ಪುಸ್ತಕದ ಹಿಂಭಾಗದಲ್ಲಿ ಮುದ್ರಿಸಲ್ಪಟ್ಟಿದೆ.



## PART - A

This part shall contains 50 multiple choice/objective type questions, each question carrying one mark. [50 × 1 = 50]

- 1) The first advanced Agribusiness Management seminar was held in  
(A) Manila (B) Harvard  
(C) Phillipines (D) Thailand
  
- 2) Which of the following function of management is complementary to other functions of management?  
(A) Planning (B) Organisation  
(C) Direction (D) Control
  
- 3) As an approach Agribusiness is  
(A) Integrative (B) Isolated  
(C) Individual (D) None of these
  
- 4) Agro-based industries are mostly established in the following areas  
(A) Rural (B) Urban  
(C) City (D) None of these
  
- 5) Marketing mix is defined in terms of the following  
(A) 3 C's (B) 4 P's  
(C) 5 P's (D) 4
  
- 6) The father of modern management is  
(A) John Davis (B) Lawrence  
(C) Henri Fayal (D) William Spriegel



- 7) The term Agribusiness was first used by
- (A) Lawrence (B) John H Davis  
(C) Henri Fayal (D) None of these
- 8) Which of the following is a buffer between management and working force?
- (A) Manager (B) Worker  
(C) Owner (D) None of these
- 9) The precise division of work in an organization facilitates for
- (A) Specialization (B) Easy communication  
(C) Consumer satisfaction (D) None of these
- 10) Management is considered as
- (A) Art (B) Science  
(C) Profession (D) All of these
- 11) Which of the following is not included among the financial statements of a firm?
- (A) Balance sheet (B) Income statement  
(C) Cash flow statement (D) Cash budget
- 12) The term 'FAQ' in FAQ Grading stands for
- (A) Fair Average Quality (B) Food Average Quality  
(C) Fine Average Quality (D) Fairly Assessed Quality



- 13) An Internal Rate of Return (IRR) of a project refers to
- (A) The interest rate charged by the bank
  - (B) Opportunity cost of invested capital
  - (C) Discount rate that makes NPV equal to zero
  - (D) Discount rate that makes NPV infinite
- 14) The range of the coefficient of correlation is
- (A) 0 to 100
  - (B) -1 to +1
  - (C) 0 to 1
  - (D) 1 to 100
- 15) The number of explanatory variables in a simple linear regression equation is
- (A) 1
  - (B) 2
  - (C) 3
  - (D) 4
- 16) Which of the following marketing function creates the time utility to commodities/products
- (A) Storage
  - (B) Transportation
  - (C) Processing
  - (D) Grading
- 17) In which of the following, future sale and purchase of commodities will take place at current time
- (A) Forward
  - (B) International
  - (C) Perfect
  - (D) Spot



18) The process that integrates the efforts of employees of an organization is known as

(A) Cooperation

(B) Coordination

(C) Accommodation

(D) Assimilation

19) Mark the undiscounted technique to calculate feasibility of the investment

(A) Net Present Value

(B) Internal Rate Return

(C) Pay Back Period

(D) Benefit: Cost Ratio

20) A technique of generating new ideas and creative thinking is

(A) Group Discussion

(B) Brain Storming

(C) Problem Solving

(D) Conference

21) The following number of banks were nationalized during the first phase of bank nationalization

(A) 9

(B) 14

(C) 16

(D) 21

22) The statutory support price is announced for the following crop

(A) Maize

(B) Onion

(C) Sugarcane

(D) Cotton



- 23) The process of stimulating people to action to accomplish the desired goals is known as
- (A) Supervision (B) Motivation  
(C) Co-ordinating (D) Commanding
- 24) The motivational process is associated with the
- (A) Need hierarchy theory (B) Two factor theory  
(C) ERG theory (D) Expectancy theory
- 25) The stratified random sampling is practiced for enhanced precision in sampling when
- (A) The population is large  
(B) The population is small  
(C) The population is heterogeneous  
(D) The population is homogeneous
- 26) The system of economy in which the prices, market forces and intervention are free to operate is
- (A) Free Economy (B) Centrally Controlled Economy  
(C) Globalized Economy (D) Liberalized Economy
- 27) The product design deals with
- (A) Product cycle  
(B) Conversion of ideas into reality  
(C) Process of production  
(D) Conversion of inputs into outputs



- 28) The Fiscal Policy is also known as
- (A) Monetary Policy (B) Price Policy  
(C) Taxation Policy (D) Foreign Trade Policy
- 29) The Receipt & Payment A/c is summary of
- (A) Cash Book (B) P & L A/c  
(C) Subsidiary Book (D) Revolution A/c
- 30) In which of the following, a major proportion of futures trade in agricultural commodities takes place?
- (A) MCX (B) NMCE  
(C) NCDEX (D) ACE
- 31) Which among the following activities is not a supportive value chain activity?
- (A) Marketing and sales (B) Human Resource Management  
(C) Technology development (D) Procurement
- 32) Which among the following is called as the protector of national wealth
- (A) Transportation (B) Marketing  
(C) Warehousing (D) Standardization
- 33) Under what kind of IPR is the product of a particular region protected?
- (A) Patent (B) Geographical Indicator  
(C) Trade mark (D) Copy right



- 34) Which of the following is not synonymous with 'Human Resource Management (HRM)'?
- (A) Labour Administration                      (B) Personnel Management  
(C) Human Capital Management              (D) Financial Management
- 35) An operative function of Human Resource Management (HRM) does not include
- (A) Human Resource Development      (B) Compensation Management  
(C) Human Relations                      (D) Planning
- 36) An employee cannot be rewarded on the basis of
- (A) Performance                              (B) Efficiency  
(C) Religion                                  (D) Innovation
- 37) The Niti Aayog has replaced
- (A) Planning Commission  
(B) Agriculture Prices Commission  
(C) APEDA  
(D) Cabinet Committee for Economic Affairs
- 38) The market performance is determined by
- (A) Market structure alone  
(B) Market conduct alone  
(C) Both market structure and market conduct  
(D) Either market structure or market conduct



- 39) The trade cartel is one of the features of
- (A) Monopoly market (B) Monopolistic competition  
(C) Perfect competition (D) Oligopoly
- 40) The group of factors such as price, product, promotion and place constitute
- (A) Market Mix (B) Marketing Mix  
(C) Product Mix (D) Promotion Mix
- 41) The break- even point is commonly known as that point at which
- (A)  $TR=TC$  (B)  $TR>TC$   
(C)  $TR<TC$  (D)  $TR$  and  $TC$  are Zero
- 42) The concept of kinked demand curve is associated with which of the following type of market?
- (A) Perfect competitive market (B) Monopoly market  
(C) Oligopoly market (D) Monopsony market
- 43) Which of the following is not a method of data collection in research?
- (A) Questionnaires (B) Interviews  
(C) Observation (D) Checklists
- 44) The Import-Export Code is issued by the
- (A) Director General of Foreign Trade (DGFT)  
(B) Agricultural Marketing Advisor to Government of India  
(C) Director General of ICAR  
(D) Agricultural Produce Export Development Agency



- 45) Which of the following is not a component of project cycle
- (A) Conception (B) Evaluation  
(C) Preparation (D) Maturity
- 46) The Royal Commission on Agriculture was constituted during
- (A) 1926 (B) 1938  
(C) 1948 (D) 1918
- 47) The administered prices are announced by GOI on the recommendations of
- (A) FAO (B) CACP  
(C) FCI (D) APMC
- 48) The purpose of Jan Dhan Yojana of the Prime Minister is
- (A) Distribution of free loans  
(B) Advancing liberal loans  
(C) Bringing more and more people under banking fold  
(D) Distribution of cash
- 49) An Internal Rate of Return (IRR) is the discount rate at which
- (A) NPV is zero  
(B) NPV is positive  
(C) NPV is negative  
(D) Repayment capacity is maximum
- 50) Prof. Mohammad Yunus of Chittagang University of Bangladesh is regarded as
- (A) Father of Micro Credit (B) Father of Macro Credit  
(C) Father of Industrial Credit (D) Father of Agricultural Finance



**PART - B**

**This part shall contains five questions, each question carrying ten marks.**

**[5 × 10 = 50]**

- 1) Define agribusiness and explain the nature and scope of agribusiness in the Indian context.
  
- 2) Define agricultural input and explain with facts and figures the trends in marketing of major agricultural inputs in India.
  
- 3) Define supply chain and explain with suitable examples the major components of supply chain management.
  
- 4) Discuss in detail the operating system of major National Commodity Exchanges in India.
  
- 5) What is managerial communication? Discuss with suitable illustrations the major communication skills to promote agribusiness in India.





**ಅಭ್ಯರ್ಥಿಗಳಿಗೆ ಸೂಚನೆಗಳು**

1. ಓ.ಎಂ.ಆರ್. ಉತ್ತರ ಹಾಳೆಯ ಜೊತೆಗೆ 50 ಪ್ರಶ್ನೆಗಳನ್ನು ಹೊಂದಿರುವ ಮೊಹರು ಮಾಡಿದ ಪ್ರಶ್ನೆ ಪುಸ್ತಕವನ್ನು ನಿಮಗೆ ನೀಡಲಾಗಿದೆ.
2. ಕೊಟ್ಟಿರುವ ಪ್ರಶ್ನೆ ಪುಸ್ತಕವು, ನೀವು ಪರೀಕ್ಷೆಗೆ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡಿರುವ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದ್ದೇ ಎಂಬುದನ್ನು ಪರಿಶೀಲಿಸಿರಿ.
3. ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಯ ಮೊಹರನ್ನು ಜಾಗ್ರತೆಯಿಂದ ತೆರೆಯಿರಿ ಮತ್ತು ಪ್ರಶ್ನೆಪತ್ರಿಕೆಯಿಂದ ಓ.ಎಂ.ಆರ್. ಉತ್ತರ ಹಾಳೆಯನ್ನು ಹೊರಗೆ ತೆಗೆದು, ಓ.ಎಂ.ಆರ್. ಉತ್ತರ ಹಾಳೆಯಲ್ಲಿ ಸಾಮಾನ್ಯ ಮಾಹಿತಿಯನ್ನು ತುಂಬಿರಿ. ಕೊಟ್ಟಿರುವ ಸೂಚನೆಯಂತೆ ನೀವು ನಮೂನೆಯಲ್ಲಿನ ವಿವರಗಳನ್ನು ತುಂಬಲು ವಿಫಲರಾದರೆ, ನಿಮ್ಮ ಉತ್ತರ ಹಾಳೆಯ ಮೌಲ್ಯಮಾಪನ ಸಮಯದಲ್ಲಿ ಉಂಟಾಗುವ ಪರಿಣಾಮಗಳಿಗೆ ವೈಯಕ್ತಿಕವಾಗಿ ನೀವೇ ಜವಾಬ್ದಾರಾಗಿರುತ್ತೀರಿ.
4. ಪರೀಕ್ಷೆಯ ಸಮಯದಲ್ಲಿ:
  - a) ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಯನ್ನು ಜಾಗ್ರತೆಯಿಂದ ಓದಿರಿ.
  - b) ಪ್ರತಿ ಪ್ರಶ್ನೆಯ ಕೆಳಗೆ ನೀಡಿರುವ ನಾಲ್ಕು ಲಭ್ಯ ಆಯ್ಕೆಗಳಲ್ಲಿ ಅತ್ಯಂತ ಸರಿಯಾದ/ ಸೂಕ್ತವಾದ ಉತ್ತರವನ್ನು ನಿರ್ಧರಿಸಿ.
  - c) ಓ.ಎಂ.ಆರ್. ಹಾಳೆಯಲ್ಲಿನ ಸಂಬಂಧಿಸಿದ ಪ್ರಶ್ನೆಯ ವೃತ್ತಾಕಾರವನ್ನು ಸಂಪೂರ್ಣವಾಗಿ ತುಂಬಿರಿ. ಉದಾಹರಣೆಗೆ, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಯಲ್ಲಿ ಪ್ರಶ್ನೆ ಸಂಖ್ಯೆ 8ಕ್ಕೆ "C" ಸರಿಯಾದ ಉತ್ತರವಾಗಿದ್ದರೆ, ನೀಲಿ/ಕಪ್ಪು ಬಾಲ್ ಪಾಯಿಂಟ್ ಪೆನ್ ಬಳಸಿ ಓ.ಎಂ.ಆರ್. ಉತ್ತರ ಹಾಳೆಯ ಕ್ರಮ ಸಂಖ್ಯೆ 8ರ ಮುಂದೆ ಈ ಕೆಳಗಿನಂತೆ ತುಂಬಿರಿ:  
 ಪ್ರಶ್ನೆ ಸಂಖ್ಯೆ 8(A) (B) (C) (D) (ಉದಾಹರಣೆ ಮಾತ್ರ) (ಬಾಲ್ ಪಾಯಿಂಟ್ ಪೆನ್ ಮಾತ್ರ ಉಪಯೋಗಿಸಿ)
5. ಉತ್ತರದ ಪೂರ್ವಸಿದ್ಧತೆಯ ಬರವಣಿಗೆಯನ್ನು (ಚಿತ್ತು ಕೆಲಸ) ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಯಲ್ಲಿ ಒದಗಿಸಿದ ಖಾಲಿ ಜಾಗದಲ್ಲಿ ಮಾತ್ರವೇ ಮಾಡಬೇಕು (ಓ.ಎಂ.ಆರ್. ಉತ್ತರ ಹಾಳೆಯಲ್ಲಿ ಮಾಡಬಾರದು).
6. ಒಂದು ನಿರ್ದಿಷ್ಟ ಪ್ರಶ್ನೆಗೆ ಒಂದಕ್ಕಿಂತ ಹೆಚ್ಚು ವೃತ್ತಾಕಾರವನ್ನು ಗುರುತಿಸಲಾಗಿದ್ದರೆ, ಅಂತಹ ಉತ್ತರವನ್ನು ತಪ್ಪು ಎಂದು ಪರಿಗಣಿಸಲಾಗುತ್ತದೆ ಮತ್ತು ಯಾವುದೇ ಅಂಕವನ್ನು ನೀಡಲಾಗುವುದಿಲ್ಲ. ಓ.ಎಂ.ಆರ್. ಹಾಳೆಯಲ್ಲಿನ ಉದಾಹರಣೆ ನೋಡಿ.
7. ಅಭ್ಯರ್ಥಿ ಮತ್ತು ಕೊಠಡಿ ಮೇಲ್ವಿಚಾರಕರು ನಿರ್ದಿಷ್ಟಪಡಿಸಿದ ಸ್ಥಳದಲ್ಲಿ ಓ.ಎಂ.ಆರ್. ಹಾಳೆಯ ಮೇಲೆ ಸಹಿ ಮಾಡಬೇಕು.
8. ಅಭ್ಯರ್ಥಿಯು ಪರೀಕ್ಷೆಯ ನಂತರ ಕೊಠಡಿ ಮೇಲ್ವಿಚಾರಕರಿಗೆ ಮೂಲ ಓ.ಎಂ.ಆರ್. ಉತ್ತರ ಹಾಳೆ ಮತ್ತು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಪ್ರತಿಯನ್ನು ಹಿಂದಿರುಗಿಸಬೇಕು.
9. ಅಭ್ಯರ್ಥಿಯು ಪ್ರಶ್ನೆ ಪುಸ್ತಕವನ್ನು ಮತ್ತು ಓ.ಎಂ.ಆರ್. ಅಭ್ಯರ್ಥಿಯ ಪ್ರತಿಯನ್ನು ತಮ್ಮ ಜೊತೆ ತೆಗೆದುಕೊಂಡು ಹೋಗಬಹುದು.
10. ಕ್ಯಾಲ್ಕುಲೇಟರ್, ಪೇಜರ್ ಮತ್ತು ಮೊಬೈಲ್ ಫೋನ್‌ಗಳನ್ನು ಪರೀಕ್ಷಾ ಕೊಠಡಿಯ ಒಳಗೆ ಅನುಮತಿಸಲಾಗುವುದಿಲ್ಲ.
11. ಅಭ್ಯರ್ಥಿಯು ದುಷ್ಕೃತ್ಯದಲ್ಲಿ ತೊಡಗಿರುವುದು ಕಂಡುಬಂದರೆ, ಅಂತಹ ಅಭ್ಯರ್ಥಿಯನ್ನು ಕೋರ್ಸ್‌ಗೆ ಪರಿಗಣಿಸಲಾಗುವುದಿಲ್ಲ ಮತ್ತು ನಿಯಮಗಳ ಪ್ರಕಾರ ಇಂತಹ ಅಭ್ಯರ್ಥಿಯ ವಿರುದ್ಧ ಕ್ರಮ ಕೈಗೊಳ್ಳಲಾಗುವುದು.  
 ಓ.ಎಂ.ಆರ್. ಹಾಳೆಯನ್ನು ತುಂಬಲು ಸೂಚನೆಗಳು
  1. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೆ ಒಂದೇ ಒಂದು ಅತ್ಯಂತ ಸೂಕ್ತವಾದ/ಸರಿಯಾದ ಉತ್ತರವಿರುತ್ತದೆ.
  2. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ ಒಂದು ವೃತ್ತವನ್ನು ಮಾತ್ರ ನೀಲಿ ಅಥವಾ ಕಪ್ಪು ಬಾಲ್ ಪಾಯಿಂಟ್ ಪೆನ್ನಿನಿಂದ ಮಾತ್ರ ತುಂಬತಕ್ಕದ್ದು. ಉತ್ತರವನ್ನು ಮಾರ್ಪಡಿಸಲು ಪ್ರಯತ್ನಿಸಬೇಡಿ.
  3. ವೃತ್ತದೊಳಗಿರುವ ಅಕ್ಷರವು ಕಾಣದಿರುವಂತೆ ವೃತ್ತವನ್ನು ಸಂಪೂರ್ಣವಾಗಿ ತುಂಬುವುದು.
  4. ಓ.ಎಂ.ಆರ್. ಹಾಳೆಯಲ್ಲಿ ಯಾವುದೇ ಅನಾವಶ್ಯಕ ಗುರುತುಗಳನ್ನು ಮಾಡಬೇಡಿ.

Note : English version of the instructions is printed on the front cover of this booklet.