

**POST GRADUATE DIPLOMA IN
AGRIBUSINESS (PGDAB)**

Term-End Examination

December, 2024

**MAM-055 : PRINCIPLES OF AGRIBUSINESS
MANAGEMENT**

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. Why is planning important for an organisation and what is the process of planning ? 10
 2. Explain forecasting of HR Supply and Demand. What techniques can be employed for this purpose ? 10
 3. Discuss emerging issues in business environment and its impact on organisational behaviour. 10

4. Define 'Negotiation'. Explain the steps in negotiation process. 10
5. Explain frequently used techniques for effective decision-making. 10
6. How is leadership important in an organisation ? Explain different styles of leadership. 10
7. Explain the characteristics of EIS. What are its functions ? 10
8. What do you understand by m-Commerce ? Explain its applications. 10

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