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MAM-052

**MASTER OF BUSINESS
ADMINISTRATION (AGRIBUSINESS
MANAGEMENT) (MBAABM)**

Term-End Examination

June, 2026

**MAM-052 : AGRIBUSINESS MANAGEMENT
AND POLICIES**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Define agribusiness and explain its scope.
2. Explain Rural Non-Farm Sector Industrialization. Discuss the major types of rural industries.
3. Define an Entrepreneur. What are the essential entrepreneurial skills required to become a successful entrepreneur ?

4. Differentiate between Farmer Producer Organizations (FPOs) and Traditional Cooperative Society.
5. Explain in detail the major steps involved in setting up an enterprise.
6. (a) Discuss the need of Ethics in functional areas such as marketing and finance.
(b) Suggest few measures to solve ethical problems in business.
7. Discuss how a lack of market information leads to 'cob-web' phenomenon and suggest reforms to improve the flow of information for better price realization.
8. Why is food safety important ? Explain the basic principles behind ensuring safe food.

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