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MAM-055

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

Term-End Examination

June, 2026

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

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Describe the significance of staffing programmes of an organization. 10
2. Understanding individual and group behavior contributes to improve organizational performance and effectiveness. Explain in detail. 10
3. Describe the various source of conflicts within an organization. 10

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4. What is negotiation ? Explain the steps in the negotiation process. 10
5. Discuss Fiedler's theory of leadership and its limitations. 10
6. Describe essential qualities of good communication. 10
7. What is Enterprise Information System (EIS) and its functions ? 10
8. What is E-commerce ? Explain difficult types of E-Commerce. 10

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