



Dr. SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE (Autonomous)

Accredited by NAAC (Cycle-IV) with 'A+' Grade,
(Recognized by UGC & Approved by AICTE, New Delhi and Affiliated to Bharathiar University, Coimbatore)
486, Thudiyalur-Saravanampatti Road, Chinnavedampatti (Post), Coimbatore - 641 049.



Subject: OPEN/INTER-DISCIPLINARY ELECTIVE: BASICS OF AGRICULTURAL BUSINESS MANAGEMENT

Code: 21UMM601

QUESTION AND ANSWER

UNIT: 1

1. Define Agriculture Business and its scope in India - TCS | NET Exam 2022
2. List the types of agriculture business practiced in India - Infosys | CA Exam 2021
3. Label the stages in the evolution of agriculture business in India - Reliance | CMA Exam 2022
4. Identify the changing dimensions of agriculture business in India. - Wipro | CS Exam 2021
5. Explain the application of management principles in agriculture business. - HCL | TNPSC Group Exams 2022
6. Summarize the importance of agriculture business in the Indian economy. - Infosys | NET Exam 2021
7. Apply management principles to a sample farm business scenario - TCS | CA Exam 2022
8. Illustrate the evolution of agriculture business using a timeline - Reliance | CMA Exam 2021
9. Analyse the role of agriculture business in rural employment generation - Wipro | CS Exam 2022
10. Compare agriculture business with other service and manufacturing businesses - HCL | TNPSC Group Exams 2021
11. Evaluate the contribution of agriculture business to India's GDP - Infosys | NET Exam 2022
12. Estimate future trends in agriculture business in India - TCS | CA Exam 2021
13. Develop a business plan for a small-scale agriculture business - Reliance | CMA Exam 2022
14. Organise key features of agriculture business into a summarized chart - Wipro | CS Exam 2021
15. Recall the meaning of entrepreneurship in agriculture business - TCS | NET Exam 2022
16. Distinguish between traditional and modern agriculture business types. - Infosys | CA Exam 2021
17. Apply demand and supply concepts to a sample agricultural product scenario - Reliance | CMA Exam 2022
18. Construct a table showing elasticity of demand for different crops - Wipro | CS Exam 2021
19. Analyse the role of social responsibilities in agriculture business - HCL | TNPSC Group Exams 2022
20. Compare profit maximization versus sustainability in agriculture - Infosys | NET Exam 2021
21. Evaluate the impact of government policies on agriculture business decisions - TCS | CA Exam 2022
22. Estimate the contribution of agriculture business to rural employment - Reliance | CMA Exam 2021
23. Develop a mini project plan for starting a small-scale agri-business - Wipro | CS Exam 2022
24. Organise key objectives of agriculture business into a framework - HCL | TNPSC Group Exams 2021
25. Interpret demand patterns for a chosen crop in India - Infosys | NET Exam 2022
26. Prepare a chart showing changes in India's agriculture business over decades - TCS | CA Exam 2021
27. Justify why elasticity of demand matters to an agriculture manager - Reliance | CMA Exam 2022
28. Generate recommendations to improve agriculture business practices in India - Wipro | CS Exam 2021

29. **Changing Dimensions of Agri-Business in India** A mid-sized farming enterprise, GreenHarvest Farms, expanded from traditional crop cultivation to processed food products. Rising demand for ready-to-cook items pushed the company to diversify its business model. The management realized that agribusiness in India is shifting toward value-added sectors. They now plan to adopt modern technologies for improved efficiency. The firm must understand how these changes affect long-term competitiveness. Questions: 1. How do changing business dimensions in India influence the growth of GreenHarvest? 2. What strategies can the company adopt to sustain itself in the evolving agri-business environment? - Agri-Food Processing Industry – GreenHarvest | CA Foundation 2022
30. **Evolution from Subsistence Farming to Agribusiness** SunAgro Cooperative Society transitioned from small-scale subsistence farming to large-scale commercial farming. This shift allowed farmers to access better seeds, credit, and marketing support. The cooperative model improved income stability and encouraged modern production practices. However, some members struggled to adopt new management principles. The society must strengthen training programs for smooth transformation. Questions: 1. How did SunAgro benefit from moving toward a commercial agribusiness model? 2. What managerial principles should the cooperative adopt to improve operational efficiency? - Cooperative Agriculture Sector – SunAgro | TNPSC Group II 2023
31. **Scope of Agribusiness in Allied Sectors** A rural entrepreneur, Agri Plus Ventures, expanded from vegetable farming to dairy, poultry, and mushroom production. The decision was based on the rising demand for diversified food products. The company realized that allied sectors provide additional income streams and reduce risk. However, managing multiple sectors requires stronger managerial control. The entrepreneur is now evaluating the scope of further diversification. Questions: 1. What factors determine the scope for diversification in agribusiness? 2. How can managerial principles support the functioning of multiple allied sectors? - Allied Agriculture Industry – AgriPlus | CMA Inter 2024
32. **Importance of Agribusiness to the Indian Economy** A national startup, Farm Link Connect, introduced a digital marketplace connecting farmers to consumers. The platform helped reduce middlemen and increase farmers' earnings. Policymakers appreciated its contribution to rural employment and food distribution efficiency. The startup demonstrated how agribusiness can boost India's GDP and agricultural modernization. Farm Link must further scale operations to expand its economic impact. Questions: 1. How does Farm Link contribute to strengthening the Indian agricultural economy? 2. What expansion strategies can improve its economic impact? - Agri-Tech Industry – Farm Link Connect | NET 2023
33. **Management Principles in Agricultural Enterprises** A large horticulture company, Fresh Roots Agro, struggled with production delays due to poor planning and supervision. After introducing management principles like scheduling, delegation, and performance control, the business improved output quality. Employees reported clearer responsibilities and reduced workload stress. The company now wants to integrate total quality management in farming operations. Management principles have become central to its agricultural success. Questions: 1. How have management principles improved operations at Fresh Roots Agro? 2. What additional management tools can enhance productivity further? - Horticulture Industry – Fresh Roots Agro | CS Executive 2022
34. **Types of Agri business: From Production to Marketing** Agro Mart Distributors began as a fertilizer supplier but later expanded into seeds, crop advisory, and online farm tool sales. This transition helped them cover the full spectrum of agribusiness—from input supply to output marketing. The new model improved customer loyalty and increased revenue streams. However, integrating services required better coordination across departments. The company must redesign workflow systems for smooth functioning. Questions: 1. How did expanding across different types of Agri business strengthen Agro Mart's market presence? 2. What systems can improve coordination across multiple agribusiness segments? - Agri-Input & Marketing Industry – Agro Mart | CA Inter 2023
35. **Modernization and Agri-Business Transformation** A district-level farming cluster adopted smart irrigation, soil sensors, and drone-based monitoring with support from Tech Agro Solutions. Farmers experienced improved yields and reduced resource wastage. However, older farmers resisted technology due to lack of digital skills. The cluster must balance technological modernization with farmer training. Modern agribusiness requires both innovation and inclusive adaptation. Questions: 1. How does modernization transform traditional agribusiness practices? 2. What steps can ensure smooth adoption of technology by all farmers? - Agri-Tech Solutions Industry – Tech Agro | TNPSC Group I 2024