

ICAR AIEEA PG 2025 Agri Business Management Question Paper

Time Allowed :120 Minutes

Maximum Marks :480

Total questions :120

General Instructions

Read the following general instructions carefully and adhere to them strictly:

1. **Duration of the Exam:** The total duration of the examination is 2 hours and 30 minutes.
2. **Total Marks:** The question paper carries a total of 480 marks.
3. **Number of Questions:** The paper contains 120 multiple-choice questions (MCQs)
4. **Question Paper Format:**
 - All questions are compulsory unless otherwise instructed.
 - Each question has four options, out of which only one is correct.
5. **Mode of Examination:** The examination is conducted in online mode (Computer-Based Test).
6. **Marking Scheme:**
 - Each correct answer carries 4 marks.
 - 1 mark will be deducted for each incorrect answer.
 - No marks will be awarded or deducted for unattempted questions.
7. **Medium of Paper:** The question paper will be bilingual (English and Hindi), except for the language section (if applicable).
8. **Electronic Devices:** Use of calculators, mobile phones, smartwatches or any electronic gadgets is strictly prohibited.

1. Which of the following is a primary function of management in agribusiness?

- (A) Marketing
 - (B) Planning
 - (C) Financing
 - (D) Auditing
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2. In the context of agribusiness, SWOT analysis is used to assess:

- (A) Financial statements
 - (B) Market share
 - (C) Internal and external factors
 - (D) Employee performance
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3. Which financial statement shows a company's financial position at a specific date?

- (A) Income Statement
 - (B) Balance Sheet
 - (C) Cash Flow Statement
 - (D) Retained Earnings Statement
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4. In marketing, the 4 Ps stand for Product, Price, Place, and:

- (A) Promotion
 - (B) People
 - (C) Process
 - (D) Profit
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5. Which is NOT a feature of a cooperative society?

- (A) Voluntary membership
 - (B) Profit maximization
 - (C) Democratic control
 - (D) Service motive
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6. In project appraisal, Net Present Value (NPV) is calculated by:

- (A) Subtracting initial investment from total cash inflows
 - (B) Dividing cash inflows by initial cost
 - (C) Subtracting present value of outflows from present value of inflows
 - (D) Adding future inflows without discounting
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7. Which pricing strategy sets a high initial price for a new product?

- (A) Penetration pricing
 - (B) Skimming pricing
 - (C) Cost-plus pricing
 - (D) Psychological pricing
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8. In supply chain management, the Just-In-Time (JIT) system aims to:

- (A) Increase stock levels
 - (B) Reduce inventory holding costs
 - (C) Delay production
 - (D) Expand warehouse size
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9. Which is a method of primary data collection in market research?

- (A) Company records
 - (B) Government reports
 - (C) Literature review
 - (D) Surveys
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10. In financial ratios, the Current Ratio is:

- (A) Current Assets / Current Liabilities
 - (B) Current Liabilities / Current Assets
 - (C) Total Assets / Total Liabilities
 - (D) Total Liabilities / Total Assets
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