

Chattogram Veterinary and Animal Sciences University (CVASU)

Department of Agricultural Economics & Social Sciences

MS in Agricultural Economics

First Semester (Jan to Jun) Final Exam 2019

Course Title: Marketing Management

Course Code: MAM-601

Total Marks: 40, Time: 2.00 Hours

Instructions:

1. *Answers should be **brief and specific**.*
2. *All parts of a single question need to be answered sequentially.*
3. *Figures in the right margin indicate the mark distribution.*
4. *Please answer to any **4 (four)** from the below questions.*

- | | | |
|----|--|---|
| 1) | A) Explain what the Marketer does. | 3 |
| | B) Explain Need, Want and Demand with examples. | 4 |
| | C) Describe how Marketing adds value. | 3 |
| 2) | A) Interpret STP in strategic marketing plan. | 4 |
| | B) Develop a SWOT Analysis for a company of your own choice. | 3 |
| | C) Produce an example of Vision and Mission. | 3 |
| 3) | A) Discuss the steps in developing effective marketing communication. | 4 |
| | B) Interpret the AIDA Model for developing a message. | 3 |
| | C) Predict the market challenges for establishing a Turkey Farm in Chittagong. | 3 |
| 4) | A) Show the Marketing Process with interpretation. | 3 |
| | B) Exemplify different Marketing Management Philosophies. | 4 |
| | C) Mention 4Cs against the 4Ps. | 3 |
| 5) | A) Suppose you are a Marketing Manager of ACI Godrej Agrovvet. The company is introducing a new product named "Balanced Diet" for Cattle. What are the alternative marketing channels for the product and which one you will use? Justify your choice. | 4 |
| | B) Develop the 4Ps of a dairy farm. | 3 |
| | C) Mention the different levels of products and services with example. | 3 |

Department of Agricultural Economics and Social Sciences
MS in Agricultural Economics (Jan to June Semester-2019)
Course Title: Agricultural Price Analysis and Policy (Theory)
Course Code: APA-601
Total Marks: 40; Time: 2.0 hours

Answer any four (4) questions from the followings:

1. a. Define price and pricing. State the methods and materials of price analysis. 4
b. State and discuss the household production theory with criticisms. 6

2. a. Define supply and elasticity of supply. What factors affect the supply of agricultural products? 5
b. Write the terms consumers surplus and producer's surplus. How price affects consumer and producer's surplus? Explain graphically. 5

3. a. Define spatial price integration. Write the limitations of correlation coefficient regarding market integration. 5
b. State and discuss the Law of One Price (LOP) with its limitations. 5

4. a. Define farm retail price spread. Write the components and consequences of marketing margin. 4
b. What do you mean by price discrimination? Graphically explain price discrimination situation. 6

5. Discuss the welfare impact of policy interventions in the food grain markets in context of Bangladesh 10

Department of Agricultural Economics and Social Sciences
MS in Agricultural Economics (Jan to June Semester-2019)
Course Title: Economics of Agricultural Development (Theory)
Course Code: EAD-601
Total Marks: 40; Time: 2.0 hours

Answer any four (4) questions from the followings:

1. a. Define Agricultural development. Why study development economics in the field of Agriculture? **4**
b. What are the basic indicators of development? Write the characteristics of Developing world like Bangladesh. **6**
2. a. Define economic growth. Briefly discuss the Lewis Theory of economic development with its limitations. **6**
b. Briefly discuss the Sustainable Development Goals (SDGs) regarding in the field of Agricultural development in Bangladesh. **4**
3. a. Define poverty and income inequality. How can you measure income inequality? **6**
b. Write the policy options for reducing income inequality. **4**
4. Define demographic Transition. Lists and briefly describe the principal causes of high population growth in developing countries. **10**
5. Write Short notes on (Any Two): **5x2=10**
(i) Food Safety and security;
(iii) Livestock Technologies and Agricultural Development;
(iv) Millennium Development Goals (MDs).

Department of Agricultural Economics and Social Sciences
MS in Agricultural Economics (Jan to June Semester-2019)

Course Title: Production Economics (Theory)

Course Code: PEC-601

Total Marks: 40; Time: 2.0 hours

Answer any four (4) questions from the followings:

1. a. Define production and Production economics. Write the role of Agricultural Production Economist. **5**
b. Briefly discuss the functions of a livestock farm manager in context of Bangladesh. **5**
2. a. Define elasticity of Production. Write the effect of Technological change in livestock production system. **5**
b. State the law of diminishing returns. Why would a rational decision maker never produce in stage III? Or in stage I? **5**
3. a. Write the relationship between product curves and per unit cost curves. **3**
b. Discuss graphically the break-even- analysis in agricultural production system. **7**
4. a. Distinguish between: (i) Isoclines and expansion paths. (ii) Complementary and supplementary **4**
b. Graphically show the revenue maximizing product combination of a rational producer. What will be effect if price of one product be increased? **6**
5. Briefly discuss the prospect and problems of Hill Agriculture production system in context of Bangladesh. **10**

Chittagong Veterinary and Animal Sciences University
Faculty of Veterinary Medicine
Department of Agricultural Economics and Social Sciences
MS in Agricultural Economics Examination, 2019
Course Code: ECM-601
Course Title: Econometrics
Full Marks: 40 Time:02 Hours

[N.B.- Answer any 4 (four) Questions. All questions are of equal value]

1. What is regression analysis? What are its uses in econometric studies? Why do we include error term in regression model?

Consider the following model $Y_t = \beta_1 + \beta_2 X_{2t} + \beta_3 X_{3t} + u_t$

where Y_t = actual rate of inflation rate (%) at time t

X_{2t} = unemployment rate (%) at time t

X_{3t} = expected or anticipated inflation rate (%) at time t.

- Based on OLS method of the above model gave the following results

$$Y_t = 7.1933 - 1.3925X_{2t} + 1.4700X_{3t}$$

$$(1.5948) \quad (0.3050) \quad (0.1758) \quad R^2=0.8766$$

-where figures in the parenthesis are the estimated standard errors.

Interpret the above regression equation.

2. What are the assumptions of a classical linear regression model? Write down the hypotheses usually tested in econometric analysis. Discuss how you would test equality of two regression coefficients.
3. Mention different types of data that are usually used in econometric analysis? Define panel data with example. For two-variables regression model estimate the parameters using Least squares method.
4. Define econometrics and state its objectives. What are the branches of econometrics? Describe, in brief, the methodology involved in the analysis of econometric problem.
5. State some criteria of selecting an econometric model. Establish the relationship between R^2 and F. Explain the terms: $R^2 = 0.74$, $r_{13.2} = 0.62$, $b_{12.3} = -0.42$, and $R_{12.3} = 0.58$.
6. What is meant by multicollinearity? Mention the sources of multicollinearity. Explain how you would detect whether there is multicollinearity in the data.

Chattogram Veterinary and Animal Sciences University (CVASU)

Department of Agricultural Economics & Social Sciences

MS in Agricultural Economics

First Semester (Jan to Jun) Final Exam 2019

Course Title: Marketing Research

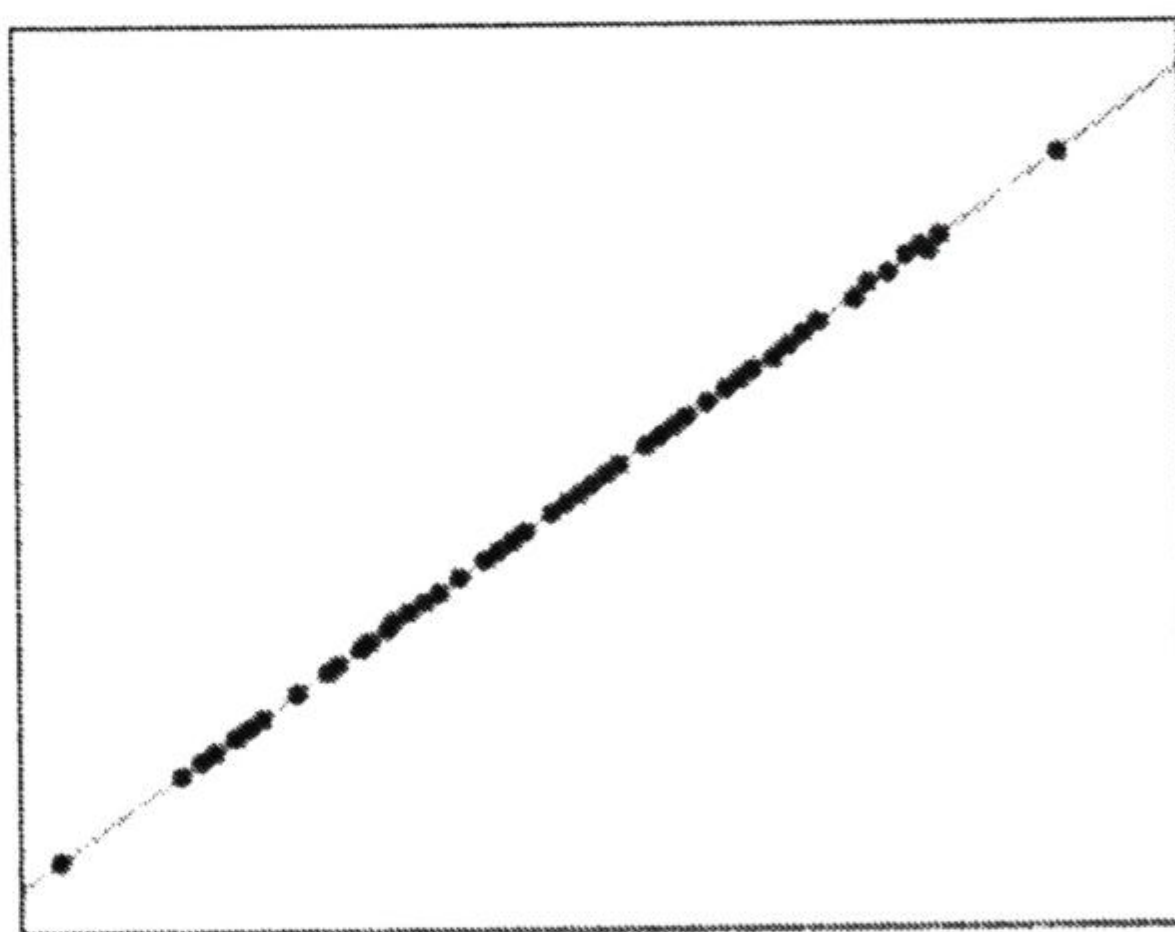
Course Code: MAR-601

Total Marks: 40, Time: 2.00 Hours

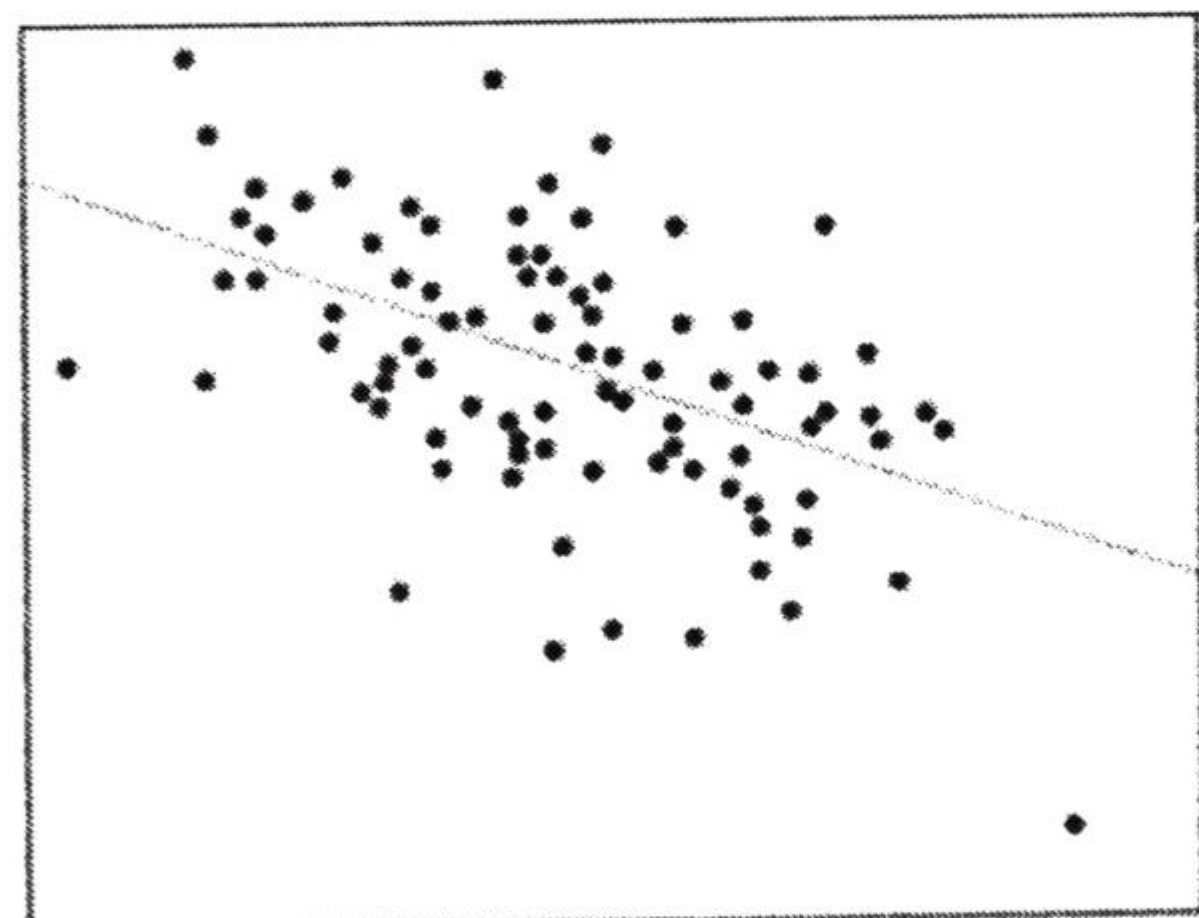
Instructions:

1. Answers should be **brief and specific**.
2. All parts of a single question need to be answered sequentially.
3. Figures in the right margin indicate the mark distribution.
4. Please answer to any **4 (four)** from the below questions.

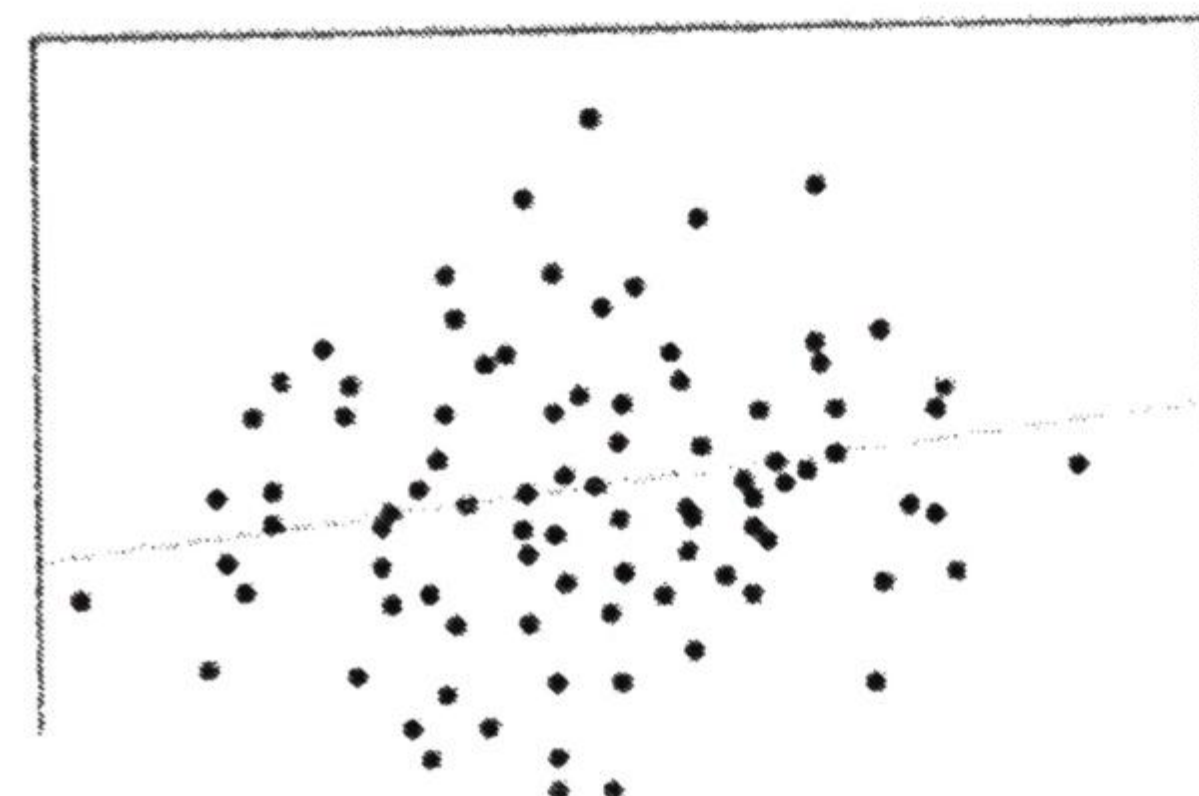
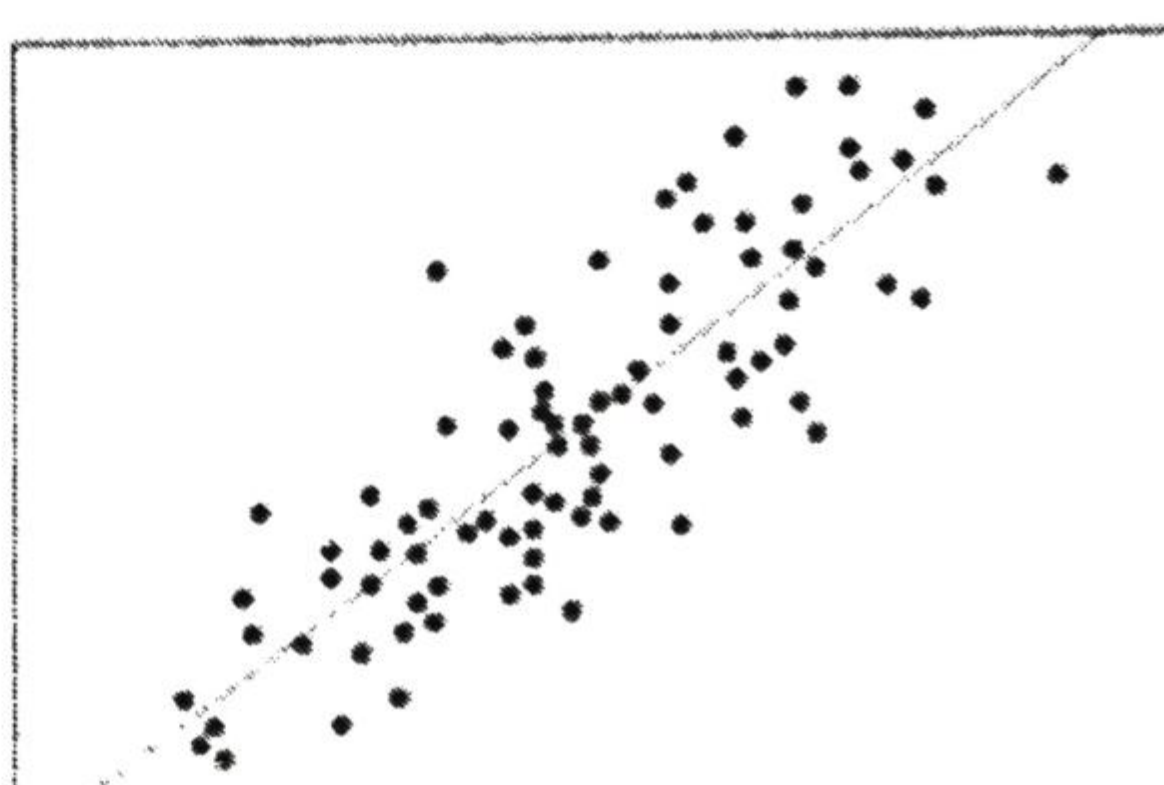
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|----|---|---|
| 1) | A) Discuss the characteristics of Research. | 4 |
| | B) Define Business Research. | 3 |
| | C) Classify the types of Marketing Research. | 3 |
| 2) | A) Explain the merits and demerits of online research. | 3 |
| | B) Identify reasons for using primary data in researches. | 3 |
| | C) Mention the advantages of using primary data and secondary data. | 4 |
| 3) | A) Develop a template for formal marketing research report. | 4 |
| | B) Suppose you are working in Research and Development (R&D) Department of a company. | 6 |
| | i) Hypothetically select a research topic related to marketing. | |
| | ii) Give a title of the research. | |
| | iii) Develop three objectives of your research project. | |
| 4) | A) Provide two examples of both Basic Research and Applied Research in Marketing. | 4 |
| | B) Determine when to conduct a Marketing Research. | 3 |
| | C) Identify the challenges of a market research. | 3 |
| 5) | A) Discuss the use of correlation analysis in marketing research. | 2 |
| | B) Explain the below scatterplot where | 8 |
| | Y = Sales Volume (for a, b, c, d) | |
| | a) X= Advertising Cost | |
| | b) X = Employee Turnover | |
| | c) X = Skilled Salesman | |
| | d) X= Trade Promotion | |



a



b



Chittagong Veterinary and Animal Sciences University

Department of Agricultural Economics and Social Science

M.S. in Agricultural Economics

July-December Semester final Exam, 2019

Course Title: Research Methodology (Theory)

Course code: REM-602

Total Marks: 40; Time: 2 hours

Answer any 4 (four) question from the followings.

1. Define research and research methodology. Discuss the scope of research methodology in the field of Veterinary science. **7**
2. (a) Define sample and sampling. Why sampling is essential in research? Classify sampling methods. **5**
(b) Briefly discuss the sampling techniques for research in the field of biological sciences. **5**
3. Define research design. Briefly discuss the different types of study design with their advantages and limitations for doing research in disease control measures. **10**
4. Define qualitative and quantitative research. Write the key differences between a focus group interview and a depth interview. Prepare a focus group outline. **10**
5. Write short notes on (Any 2 from the followings): **4**
(i) Epidemiologic Study Designs; (ii) PRRA; (iii) Sampling error; iv) Prepare a questionnaire for conducting a suitable research in the field of animal disease control measures.

MS (Physiology) January-June semester Final Examination-2018
Chittagong Veterinary and Animal Sciences University
Faculty of Veterinary Medicine
Department of Physiology, Biochemistry and Pharmacology
Course title: Immunophysiology
Course Code: IPH-601
Total Marks: 40

Answer any 8 questions and figure in the right margin indicate full marks

- | | | |
|----|--|---|
| 1 | What does the lymphatic and immune system do? | 5 |
| 2 | How do T cells recognize an antigen? | 5 |
| 3 | Describe the Immuno-regulation by covalent antigen-antibody complexes | 5 |
| 4 | Describe the humoral immunity against intracellular pathogens | 5 |
| 5 | What is the complement system and how does it work? | 5 |
| 6 | What is the classical pathway of the complement system? | 5 |
| 7 | What are some diseases that weaken the immune system? | 5 |
| 8 | Describe the Structure and function of major histocompatibility complex (MHC) class I antigens | 5 |
| 9 | What is autoimmunity in the body? | 5 |
| 10 | What foods to avoid if you have autoimmune disease? | 5 |

Chittagong Veterinary and Animal Sciences University
Department of Physiology, Biochemistry and Pharmacology

MS in Physiology Final Examination 2018

Semester: January-June

Course Title: Endocrine and Reproductive Physiology (Theory)

Course Code: ERP-601

Total marks: 40, Time: 2 hours

(Figures in the right indicate full marks. Answer any FOUR (4) questions).

1. a. List the hormones secreted from gonad. How do you determine the cow and doe are in estrus? 5
b. Define reflex ovulation with example. Briefly describe the graphical illustration of hormone during estrus cycle of a cow. 5
2. a. What are the precursors of steroid hormone? Write down the physiological role of thyroxine hormone. 5
b. Classify hormone with example? Write down the mode of action of steroid hormone. 5
3. a. Why cortisol is called stress hormone. Write down the functions of catecholamine. 5
b. What are the hormones of calcium homeostasis? Write the functions of PTH and calcitonin. 5
4. a. How do testes regulate temperature for spermatogenesis? What are the physiological role of accessory sex organ of horse. 5
b. What are the functions of primary sex organ? Write down the composition of semen 5
5. a. List the hormones involved in mammary gland development? Briefly describe milk let down in cow. 5
b. Classify placenta. What are the causes of retained placenta? How will you manage retained placenta in cow? 5

Chittagong Veterinary and Animal Sciences University
Department of Physiology, Biochemistry and Pharmacology

MS in Physiology Final Examination 2018

Semester: January-June

Course Title: Avian Physiology (Theory)

Course Code: AVP-601

Total marks: 40, Time: 2 hours

(Figures in the right indicate full marks. Answer any FOUR (4) questions).

1. a. Differentiate the followings; 3×2=6
 - i. Mammalian and avian respiratory system
 - ii. Mammalian and avian digestive system
 - iii. Mammalian and avian urinary system
- b. List the parts of oviduct. Write down the mechanism of egg formation in White Leg horn? 4
2. a. List the mechanical factors of digestion? Enumerate the proteolytic, amylolytic and lipolytic enzymes found in the gastrointestinal tract. 5
- b. What are the parts of avian digestive system? Briefly describe the protein digestion and absorption in chicken. 5
3. a. List the air sac found in a chicken? Write the physiological role of air sac in respiration of poultry. 5
- b. Write the compositions of urine of birds. Briefly describe the mechanism of urine formation in chicken. 5
4. a. What are the causes of panting? How does birds regulate body temperature in extreme hot weather? 5
- b. Briefly discuss the regulation of erythrocyte production in birds. 5
5. a. What is the role of heparin in body? Write down the defensive properties of leukocyte in birds. 5
- b. Why is heart rate higher in birds? Briefly discuss the regulation of heart in birds. 5

MS (Physiology) January-June semester Final Examination-2018
Chittagong Veterinary and Animal Sciences University
Faculty of Veterinary Medicine
Department of Physiology, Biochemistry and Pharmacology
Course title: Molecular Cell Physiology
Course Code: MCP-601
Total Marks: 40

Answer any 8 questions and figure in the right margin indicate full marks

- | | | |
|----|---|---|
| 1 | Why do cells communicate with each other? What happens when cell communication goes wrong? | 5 |
| 2 | What is the purpose of a checkpoint in the cell cycle? What is a cellular communication system? | 5 |
| 3 | Describe signaling between cells of one organism and multiple organisms | 5 |
| 4 | Describe the cell signaling pathway within a typical cell | 5 |
| 5 | Why is the central dogma of biology important? | 5 |
| 6 | Genes specify functional products (such as proteins)- justify this statement | 5 |
| 7 | Describe the cytoskeleton and its role in intracellular transportation | 5 |
| 8 | Describe signal transduction mechanism in cellular communication | 5 |
| 9 | Describe the methods and techniques in molecular biology | 5 |
| 10 | Enumerate the basic processes governing the intermediary metabolism | 5 |

Chittagong Veterinary and Animal Sciences University

Department of Physiology, Biochemistry & Pharmacology

MS (Pharmacology)

Sub: Phytotoxicology (PTL-601)

Total Marks: 40

Time: 2 hours

Answer the following questions (Any four):

4 × 10 = 40

1. a. What is poisonous plant? Why poisons in plants?
b. what are the toxic principle of plant? Enumerate ten toxic principles with their plants.
c. What is the general treatment for the plant toxicity?
2. a. What is photosensitization? What plants responsible for photosensitization?
b. How plant produce photosensitization?
c. How you diagnose, treat and manage the case of photosensitization?
3. a. What plants affect CNS? Name some mushroom causing CNS signs with treatment.
b. What are the factors affect the toxicity? Name some oxalate containing plant.
c. How plant having oxalic acid do harm to animal body?
4. a. What are the toxic principle of Datura, Strychnine, Oleander, Rati, Varendra poisoning?
b. What is lathyrism? How neurolathyrism develop with its signs of toxicity.
c. Write down toxic principle, clinical sign, treatment of sorghum poisoning.
5. a. What are the diagnostic spot test for Nitrite, Cyanide and Oxalate poisoning?
b. What plant causes carcinogenic and tera togenic effect with their treatment.
c. What plants are responsible for cyanide toxicity? What is the mode of action of toxicity with treatment of it.
6. **Short note (any four):**
a) Castor bean poisoning; b) Kalmi poisoning; c) Illicite plant poisoning; d) Alkali disease; e) Marijuana; f) Tobacco; g) Cardioactive glycoside poisoning.