Chattogram Veterinary and Animal Sciences University

Department of Agricultural Economics & Social Sciences
MS in Agricultural Economics
Jul to Dec Semester Final Exam 2021
Course Title: Agribusiness Marketing
Course Code: AGM-602
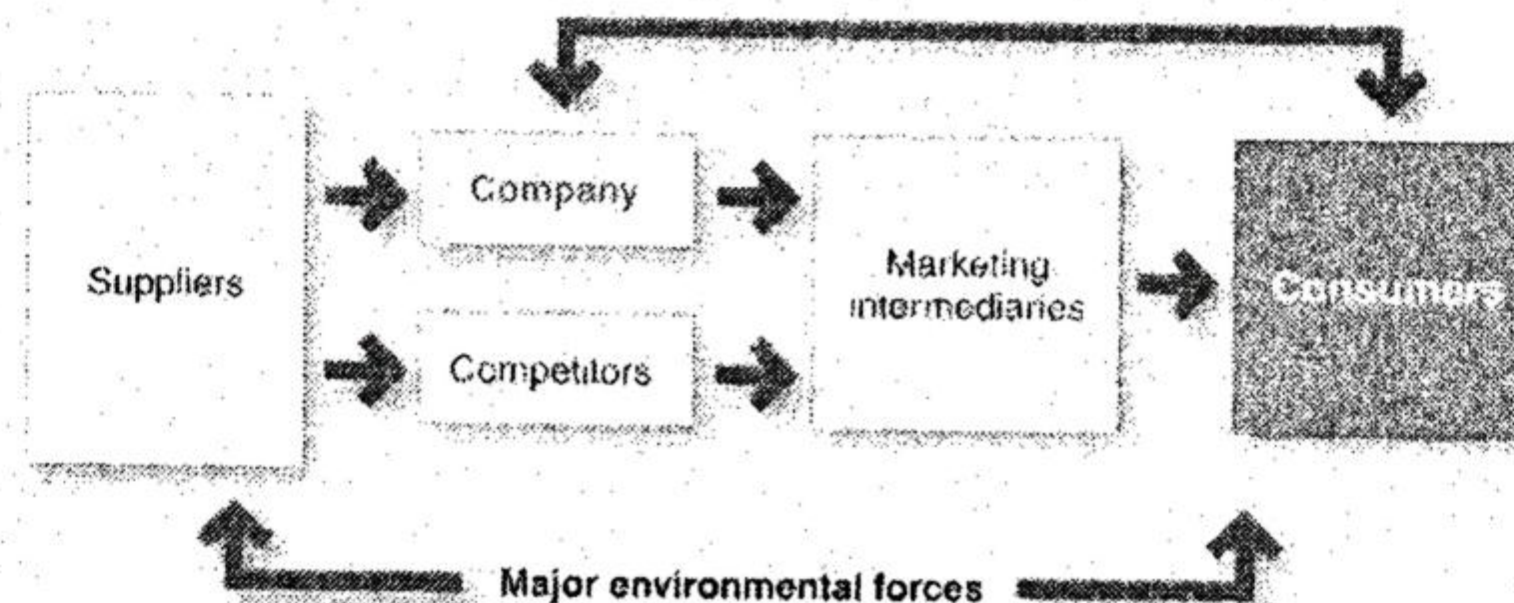<u>**Total Marks: 40, Time: 2.00 Hours**</u>

Instructions:
- *Answers should be **specific** and **brief**.*
- *Split answers are highly discouraged.*
- *Please answer any 4 (four) of the below questions.*

1) A) Show the current and future career scopes in Agribusiness Marketing in Bangladesh.   3

   B) Explain the Agribusiness System with examples.   3

   C) Suppose you have decided to start a small Goat Farm in your village. You are competent to run a goat farm but need some capital. Being a fresh graduate, you do not have any cash capital. Unfortunately, your family is unwilling to share any cash for this project. However, you have some childhood friends in the village who want to do business, but they do not have enough skills. You presented your idea to your friends, and two of them accepted the idea and agreed to bring the necessary investment.   4

   Under this situation, which form of ownership best fits you and why?

2) A) Suppositionally choose a company or organization related to agribusiness. Show the 4Ps of marketing of that company or organization.   5

   B) Explain the below diagram from an Agribusiness Marketing point of view.

      5

3) Suppose you are working as Marketing Manager at Meghna Meat, a new company in the processed meat industry. They are planning to launch their product in Chattogram market. Based on this, answer the following management queries.

   A) Propose Mission and Vision statement for Padma Meat.   3

   B) Develop three SMART Marketing Objectives for the company.   3

   C) Suggest some ideas for management approval to create value for your product.   4

4) A) Illustrate exploratory research used for market research.   3

   B) Write the key features of market research.   3

   C) Differentiate Exploratory & Conclusive research   4

5) A) Elaborate on three broad strategic alternatives in Agribusiness with examples.   3

   B) "All products have a product life cycle". Explain the statement with examples.   3

   C) Propose a probable promotion mix for promoting a high quality and premium raw milk brand in Bangladesh.   4

Chittagong Veterinary and Animal Sciences University

Department of Agricultural Economics and Social Science

Degree of M.S. in Agricultural Economics

July-December Semester, Final Exam, 2021

Course title: Food Security and Poverty Studies   Course code: FPS-602

Total Marks: 40   Time: 2 hours

Questions are of equal value. Answer any **04 (Four)** questions of the following: 4x10=40

1. Illustrate food insecurity and hunger. Do you support that food insecurity increases   10
    poverty? Justify your answer.

2. What is SDG? "Bangladesh government will be achieved SDG by 2030"-do you   10
    agree with this? Justify your answer.

3. Illustrate malnutrition. Discuss the relationship between malnutrition and food   10
    insecurity with a diagram.

4. Define Disaster Risk Reduction and Climate Change Adaptation. How does micro-   10
    credit programme help to reduce poverty in Bangladesh.

5. Explain the term of "Risk". What strategies do you follow to alleviate food shortage   10
    in our country?

6. Write short notes on the following (any two)-   10
    (i)   Social protection
    (ii)   Vulnerability
    (iii) Types of poverty

............................GOOD LUCK.............................

CHITTAGONG VETERINARY AND ANIMAL SCIENCES UNIVERSITY
MS IN AGRICULTURAL ECONOMICS
July to December Semester MS Final Examination, 2021
Department of Agricultural Economics and Social Sciences
Course Title: Project Planning, Monitoring and Evaluation (Theory)
Course Title: PME-602

Total Marks: 40   **Time: 2 hours**

Answer any four (4) questions from the followings:

1. a) Define Project and project life cycle. Write the characteristics of a project   1+2=3
    b) Briefly discuss the project life cycle.   5
    c) Write the limitation of development project in context of Bangladesh.   2

2. a) Define project planning. Write the key points of good project planning.   1+3=4
    b) Briefly discuss the steps of project planning.   6

3. a) Define monitoring and evaluation. Write the importance of monitoring and evaluation
       training module.   2+3=5
    b) Briefly discuss the contents of the monitoring and evaluation module in context of
       Bangladesh   5

4. a) Define budget and write the ways to develop the project cost estimates? What are the
       major weaknesses of project cost estimates in context of Bangladesh?   2+4=6
    b) Why SWOT analysis is essential for develop and estimates of project costing?   4

5. a) What do you mean by Database Management System (DMS)? Why DMS is important   2+4=6
       in Project Cycle Management?
    b) What kinds of software should be recommended in DMS?   4

Chattogram Veterinary and Animal Sciences University
Department of Agricultural Economics and Social Sciences
MS in Agricultural Economics
July-December Semester; Final Examination 2021
Course title: Farm Management
Course code: FAM-602

Total Marks: 40   Time: 2 hours

Questions are of equal value. Answer any **04 (Four)** questions of the following:

1. a) Briefly discuss the role of a farm manager.   5.0

   b) Explain any two economic principles which are applied to farm management.   5.0

2. a) Differentiate between partial and complete budgeting.   5.0

   b) Draw a hypothetical balance sheet of a dairy farm of 31st December, 2021.   5.0

3. a) Illustrate linear programming.   3.0

   b) A company makes square boxes and triangular boxes. Square boxes take 3 minutes to   7.0

   make and sell for a profit of Tk.5. Triangular boxes take 4 minutes to make and sell for

   a profit of TK.6. Their client wants at least 20 boxes and at least 5 of each type ready

   in one hour. What is the best combination of square and triangular boxes to make so

   that the company makes the most profit from his client?

4.   Depict and empirically specify risky decision by using decision tree and components?   10.0

5. a) Distinguish between risk and uncertainty.   5.0

   b) Discuss the methods that are used in measuring farming efficiency for specific issue in   5.0

   farm management.

6.   Write short notes on any two of the following: 5 X 2

   (i)   Focus Group Discussion (FGD)   10.0

   (ii) Farm management research vs. Farming system research.

   (iii) Qualitative vs. quantitative research.

........................GOOD LUCK........................

Chattogram Veterinary and Animal Sciences University
Department of Agricultural Economics and Social Sciences
Semester Final Exam of MS in Agricultural Economics (July-December/2021)
Course Code: REM-602, Course Title: Research Methodology
Full Marks: 40   Time: 2 hours

[Answer any five questions. Figures in the right margin indicate full marks. Split answering is not recommended]

1. What is research methodology? What are the objectives of the research? Briefly discuss the different types of research.   8.0

2. Define research problem. How to select a research problem? Explain the significance of research design.   8.0

3. Define scale of measurement. Briefly describe the classification of it.   8.0

4. What do you mean by literature review? What are the objectives of it? Why is it important for research?   8.0

5. What is reliability and validity of a measurement? Discuss different types of reliability.   8.0

6. Why do we need sample size determination? How to do sample size estimation for single population proportion?   8.0

7. What are the criteria needed to be a good sample? Briefly describe the all non-probability sampling technique with merits and demerits.   8.0