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SUBJECT CODE NO: -FNP-6072
FACULTY OF SCIENCE AND TECHNOLOGY
MSC. S.Y.(SEM-III)(NEP Pattern-2023-2024) Herbal Tech.
Examination: November / December 2025
Herbal Business Management

[Time: 1:00Hours]

[Max. Marks: 30]

N. B

Please check whether you have got the right question paper.

- i) Attempt all Questions.
- ii) All Questions carry equal marks.
- iii) Illustrate your answers with suitable diagrams wherever necessary.

Q1 Define farm management. Explain need and importance of the farm management **10**

OR

Describe the steps involved in preparing a farm plan and farm budget.

Q2 Explain the role and importance of communication in the herbal business industry. **10**

OR

Discuss herbal marketing strategies and customer communication methods.

Q3 Write in brief on any two of the following. **10**

- a) What is organization.
- b) Write in brief current export import policy
- c) Add note on advertising and its effects in marketing.
- d) What is consumer behavior?

