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SUBJECT CODE NO: BB-2600
FACULTY OF SCIENCE AND TECHNOLOGY
B.Sc. (CBCGS)(Pattern 2022) T.Y SEM VI
Examination November / December 2025
Horticulture-XXIII Horticulture Business Management

[Time: 1:30 Hours]**[Max. Marks: 40]**

Please check whether you have got the right question paper.

N. B

- 1) Attempt all questions
- 2) Draw Diagram wherever Necessary
- 3) Choose correct answer form given option in MCQ

Q1 What is SWOT analysis and describe Entrepreneurial behavior-concepts and affecting factors **20**

OR

Write in brief Cooperative Farming and Marketing, Group Farming

Q2 Describe in detail Women's entrepreneur **10**

OR

Write a Short Notes on (Any Two)

- 1) CFTRI
- 2) NHB
- 3) Opportunity seeking
- 4) Public entrepreneurship
- 5) Support Phase
- 6) Cold Chain



Q3 Choose correct answer from Given Option **10**

- 1) ____ is an innovative person who maximizes his profits by following new strategies or venturing into new products or services.
 a) Farmer b) Producer c) Entrepreneur d) Exporter
- 2) Provide a descriptive title indicating the name and place in which the project will be located.
 a) Project title b) Project description
 c) Site d) Industry profile
- 3) ____ is the typical tax rate that is applied to goods.
 a) Basic duty b) Anti dumping duty
 c) Countervailing Duty d) None of them
- 4) The Indian Trade Classification (ITC)-Harmonized System (HS) classifies goods into ____
 a) Restricted b) Canalized c) Prohibited d) All of them

- 5) The historical roots of the Cooperative Movement in the world days back to days of misery and distress in ____
a) China b) Iran c) USA d) Europe
- 6) Its headquarters situated at New Delhi.
a) ICAR b) CFTRI c) NABARD d) None of them
- 7) ____ are External sources of finance
a) Overdraft b) Grant c) Venture capital d) All of them
- 8) Role of Entrepreneurs in Economic Development of Country
a) National income b) Employment opportunities
c) Promotion of Exports d) All of them
- 9) Motivating factors for entrepreneurship development
a) Educational background b) Occupational experience
c) Family background d) All of them
- 10) The Pradhan Mantri Fasal Bima Yojana (Prime Minister's Crop Insurance Scheme) was launched by Prime Minister of India Narendra Modi on 18 February ____
a) 2016 b) 2000 c) 1990 d) 1980

