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**SUBJECT CODE NO: - S-6153**  
**FACULTY OF SCIENCE AND TECHNOLOGY**  
**M.Sc. (Sem-III) (Herbal Technology)**  
**Examination May / June - 2023**  
**Herbal Business & Management - HT-303**

[Time: 03:00 Hours]

[Max. Marks: 80]

Please check whether you have got the right question paper.

N. B.

- 1) Part A is compulsory.
- 2) Attempt any 5 questions from part B.
- 3) Draw neat diagram wherever necessary.

**PART A**

- Q1 Write short notes on. 20
- a) Population growth
  - b) Export policy 1997
  - c) Industrialization
  - d) Knowledge of Customer
  - e) Business community
  - f) Contract farming
  - g) Integrated farming
  - h) International environment
  - i) Repayment plan
  - j) Delegation

**PART B**

- Q2 Define communication? Explain formal communication with its advantages and disadvantages. 12
- Q3 What is Organisation? Explain in detail principles of organisation. 12
- Q4 Describe in detail, marketing planning in herbal marketing. 12
- Q5 Describe in detail various importance of financial management. 12
- Q6 Describe the importance of farm management in India. 12
- Q7 Explain role of Advertising of its effect on herbal marketing. 12
- Q8 Explain in details various marketing challenges in 21<sup>st</sup> century. 12