

ASSIGNMENT BOOKLET

Post Graduate Diploma in Agribusiness (PGDAB)

**January 2023 sessions
and
July 2023 Sessions**



**School of Agriculture
Indira Gandhi National Open University
New Delhi -110068**

Dear Students,

The Post Graduate Diploma in Agribusiness (PGDAB) consists of 7 theory courses and one project work. The assessment of theory courses is done in two components i.e. continuous assessment (assignment) and term-end examination. The weightage for the term-end examination will be 70 percent and the weightage for the continuous assessment (assignment) will be 30 percent. There is one assignment for each theory course, thus a total of seven assignments for the programme. Each assignment will be of 50 marks which ultimately will be converted to have a weightage of 30 % of total marks.

Before attempting the assignments, please read the following instructions carefully.

1. First of all, read the assignment /questions and instructions carefully and identify the components of an assignment. You should read the relevant sections and sub-sections of a unit while preparing your responses and write answers in your own words. Your responses should not be a verbatim reproduction of the textual materials/blocks provided for self-learning purposes. We also suggest that you may read additional materials available in your study center or any other library before preparing your responses. But extra reading is not a must to answer these assignments.
2. **On the top of the first page of your answer sheet, please write the details exactly in the following format.**

Enrolment no.:

Name:

Address:

.....

Course Code:

Course Title:

Study Centre:

(Name and Code)

Date:

3. Use foolscap size paper for writing your answer.
4. Leave a 4 cm margin on the top, bottom, and left of your answer sheet.
5. Indicate question no. and part of the question being solved while writing your answers.
6. Assignments have to be sent to the Programme Coordinator of your study center.
7. **We strongly suggest that you should retain a copy of your assignment responses.**

Wishing you good luck.

Assignment 1

Course Code: MAM-051
Course Title: Fundamentals of Agriculture

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1. Explain how animal husbandry is a part of the integrated agricultural system. Discuss the composition of animal husbandry.
2. Describe the mechanism of soil erosion through water and wind.
3. What is participatory irrigation management (PIM)? Explain the objectives and constraints of PIM.
4. Explain the disease management practices followed in wheat crops.
5. Explain the agroclimatic conditions and practices followed in the cultivation of sorghum.
6. Explain various fruit and leafy vegetables grown in India.
7. Explain the potential business opportunities in floriculture.
8. Discuss the potential of the sericulture industry. Explain the various types of silkworms and their rearing technology.

Assignment -2

Course Code: MAM-052

Course Title: Agribusiness Management and Policies

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1. Define agribusiness. Explain the components of agribusiness.
2. Discuss the importance and components of the business plan.
3. Explain the meaning and principles of corporate governance.
4. Discuss the reasons for the slower growth in the agribusiness sector.
5. Discuss the basis of trade between countries.
6. What do you mean by the contract? Explain the different types of contracts.
7. Describe the salient features of the Agricultural Produce Marketing Committee (APMC) Act.
8. Define Intellectual Property Rights (IPR). Discuss the types of IPRs.

Assignment -3

Course Code: MAM-053

Course Title: Managerial Economics and Finance in Agribusiness

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1. Discuss the decision areas where managerial economics is useful.
2. What do you understand by the elasticity of demand? Discuss the types of price elasticity and their relation with total expenditure.
3. Explain the relationship between different cost curves in the short run.
4. Describe the basic assumptions or conditions upon which the science of accounting is based.
5. Discuss the important adjustments that may be required while preparing the final accounts.
6. Prepare the balance sheet of a company in a vertical form using hypothetical data.
7. What is short-term finance? Explain the important sources of short-term finance.
8. What do you mean by risk and uncertainty? Explain the components of risk in agriculture production.

Assignment -4

Course Code: MAM-054

Course Title: Marketing Management for Agribusiness

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1. What is marketing research? Discuss the importance of marketing research.
2. Explain the concept of pricing in the marketing mix. Discuss the steps in the pricing process.
3. Discuss the role plays by agricultural marketing in economic development.
4. What are the important objectives and features of regulated markets?
5. Discuss the important documents required for shipment.
6. Describe the stages of the new product development process.
7. What are the various promotional tools? Explain their unique features.
8. Explain the concept of agricultural supply chain and best practices followed in the food supply chains.

Assignment -5

Course Code: MAM-055

Course Title: Principles of Agribusiness Management

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1. Discuss the types of managerial roles that have to be performed in the workplace.
2. Explain the meaning and importance of controlling. Discuss the steps in the control process.
3. Discuss the need and steps followed in the process of manpower training in an organization.
4. Explain the components included in a pragmatic HRD strategy.
5. Define organizational behavior. Discuss the emerging organizational behavior issues.
6. Differentiate between manager and leader. Discuss the roles and functions of leaders.
7. What are interfaces? Discuss the channels of interfaces and criteria for selecting a channel.
8. Explain the advantages and limitations of e-commerce.

Assignment -6

Course Code: MAM-056

Course title: Qualitative and Quantitative Analysis for Agribusiness

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1. Define research design. Discuss the different types of research design.
2. What do you mean by the attitude measurement? What are different attitude measurement scales?
3. Discuss the steps for determining the sample size for a study.
4. Discuss the instruments used for collecting primary data.
5. Define regression and multiple regression. Calculate the regression coefficient using hypothetical data and give an interpretation of the result drawn.
6. What do you understand by the Projective Techniques? *Discuss* some important forms of projective technique.
7. Define operations research. Discuss the phases of operations research.
8. Explain the concept and applicability of the game theory. Discuss an example of two person zero sum game.

Assignment -7

Course Code: MAM-057

Course Title: Project Management in Agribusiness

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1. What is project management? Explain the critical factors in project management.
2. Define Project Budgeting. Discuss the process and types of budgeting process.
3. Explain the concept of project planning. Explain the types of plans and planning process.
4. What are network techniques? Explain the steps for the development of a network.
5. What do you understand by business process modeling? Explain the need and an example of business process mapping.
6. Highlight the importance of the development of the quality plan. What are the aspects covered in the project quality plan?
7. What is meant by project appraisal and project evaluation? Explain the aspects covered in the project appraisal.
8. What do you understand by the continuous improvement process (CIP) in project management? Discuss the systems approach of CIP.