

ASSIGNMENT BOOKLET

**Post Graduate Diploma in Agribusiness
(PGDAB)**

**January 2024 sessions
and
July 2024 Sessions**



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

Dear Learners,

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 70per cent and the weightage for the continuous assessment (assignment) will be 30per cent. 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 read additional materials available in your study centre 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 centre.
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.	Discuss the initiatives taken to enhance the production and productivity of agriculture.
2.	Explain the meaning and various types of soil erosion.
3.	What do you mean by the essential plant nutrients? Discuss the nutrient mobility and its effect on deficiency symptoms.
4.	Explain the concept and principles of Integrated Pest Management (IPM).
5.	Discuss the suitable agro-climatic conditions and cultural practices followed in maize cultivation.
6.	Discuss the uses, suitable agroclimatic conditions and cultivation and management practices of Barley crops.
7.	Give an overview of major pulse crops cultivated in India.
8.	Explain the principles and pillars of livestock management.

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.	Discuss the concept and components of the agribusiness system.
2.	Define entrepreneur and entrepreneurship. Discuss the entrepreneurial opportunities in agriculture.
3.	What do you mean by FPOs? Explain the process of promotion and development of FPO.
4.	What do you understand by the possible conflict between agricultural and agribusiness policies? Discuss in brief the dimensions of agribusiness policy.
5.	Explain the role of agricultural prices in the Indian economy.
6.	Discuss the international trade scenario of agricultural products.
7.	Explain the objectives and important features of the Companies Act, 2013.
8.	What do you mean by food safety? Explain the genesis and objectives of the Food Safety and Standard Act.

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.	What do you understand by demand and demand function? Explain the law of demand.
2.	What is forecasting? Discuss the methods of forecasting.
3.	Explain the relationship among different cost curves in the short run.
4.	What do you understand by accounting principles? Explain in brief the accounting principles.
5.	Discuss the systems for recording transactions in accounts.
6.	What is meant by the manufacturing account? What are the costs included in the manufacturing account?
7.	What is a fund flow statement? Explain the steps in preparing the preparation of a fund flow statement.
8.	Define risk and uncertainty. Discuss the components of risk in the agriculture production function.

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 do you understand by marketing? Discuss the characteristics of marketing.
2.	Discuss the concept of a market information system. Explain the advantages of an effective marketing information system.
3.	What is meant by buying behaviour? Explain the factors that influence consumer buying decisions.
4.	Explain the micro-macro environmental forces that influence the agricultural marketing system.
5.	Discuss about important documents needed for exports.
6.	Discuss the steps in the new product development process.
7.	What is geographical pricing? Discuss the important geographical pricing policies.
8.	What is meant by promotional mix? Explain the factors affecting the promotional mix strategy.

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.	Define Management. Explain in brief the scientific, administrative, and behavioural approaches of management thought.
2.	Explain the functions of management and list the managerial roles identified by Henry Mintzberg.
3.	Define Recruitment, Selection and Training. Discuss various types of interview
4.	Differentiate between Human Resource Development and Human Resource Management, highlighting five differences, and provide five HRD strategies.
5.	Define conflict management. Mention the sources of Conflict and their negotiation techniques.
6.	What do you understand by leadership? Distinguish between leader and manager. Outline different leadership styles.
7.	What is an Enterprise Information System (EIS)? Explain its role.
8.	Explain about e-commerce and m-commerce and mention in detail about types 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.	Discuss the importance and orientation of business research in making management decisions.
2.	What do you understand by measurement scales in research? Explain the types of scales.
3.	Briefly discuss the main steps to determine the sample size in a research.
4.	Discuss the graphical presentation techniques for summarising data.
5.	What are projective techniques of investigation? Discuss important forms of projective techniques.
6.	Explain the important steps in the preparation of a business report.
7.	Explain the concept and components of decision tree analysis.
8.	What are various inventory management techniques? Discuss anyone.

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.	Define project. Discuss the salient features of a project.
2.	What do you understand by the feasibility report? Explain the components and uses of feasibility reports.
3.	What is rapid rural appraisal (RRA)? Discuss the RRA Guidelines.
4.	What is meant by the project planning process? Explain the steps in project planning.
5.	Explain the key principles and applications of the Programme Evaluation and Review Technique (PERT).
6.	Discuss the concept of baseline in project management. Give the utility of the baseline plan.
7.	What is project control? Explain the main control methods used in project management.
8.	Discuss the types of types of audits conducted on project completion.