

ASSIGNMENT BOOKLET

Post Graduate Diploma in Agribusiness (PGDAB)

**January 2022 sessions
and
July 2022 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.	What are important developments that took place in pre-historic agriculture?
2.	What is meant by soil erosion? Discuss the types of soil erosive agents.
3.	Explain the concept of Participatory Irrigation Management (PIM). Discuss the legal framework for the creation of farmers' organizations at different levels of the irrigation system. Also, explain the constraints in making the PIM sustainable in the long run.
4.	What are the methods of cultivation/ sowing of rice? Briefly explain the cultivation practices followed in rice cultivation.
5.	What are the major oilseeds crops of India? Explain the agronomic management of Rapeseed – Mustard.
6.	Describe the prospect of the area and production of major fruits in India.
7.	Write a note on the Indian livestock industry. What are useful commodities and services produced by the livestock?
8.	Discuss the importance and scope of a beekeeping enterprise. Suggest important strategies for honey marketing.

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.	Explain the meaning and nature of agribusiness. What are the components of the agribusiness system?
2.	Discuss the development and growth of the agriculture sector in India.
3.	What do you understand by entrepreneur and entrepreneurship? Explain the important entrepreneurial skills.
4.	Describe the dimensions which have been followed in agribusiness policy.
5.	Discuss the aspects covered in the agricultural price and marketing policies in India.
6.	Explain the basis/principles which led to trade between countries.
7.	What is a Contract Act? Explain the types of contracts.
8.	Briefly explain the few food safety and standard regulations which are important for food business operators.

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 managerial economics? Explain its scope.
2.	What are different pricing methods which can be used in pricing decisions by a business firm?
3.	What is meant by the production and cost functions? Discuss the application of production and costs functions.
4.	What is accounting? Explain the objectives and users of accounting information.
5.	Explain the concept of capital and revenue expenditures with appropriate examples.
6.	What is a fund flow statement? Using hypothetical information, calculate the schedule of change in working capital, funds from operation, and funds flow statement.
7.	Discuss the schemes available to support the finance for setting up enterprises?
8.	What do you understand by the risk and uncertainty? Explain the factors of uncertainty in net profit (II).

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.	Discuss the importance of marketing to organizations and consumers.
2.	Explain the role of branding, segmentation, targeting, and positioning strategies in the overall success of the marketing plan.
3.	Discuss the meaning of marketed and marketable surplus. What are factors affect marketable surplus?
4.	What do you understand by regulation of agricultural marketing? Discuss the objectives and special features of regulated markets.
5.	What are the different kinds of documents needed for exports?
6.	Explain the stages through which every company has to go before arriving at the final product.
7.	Discuss the factors to be considered in the selection of distribution channels.
8.	What are various promotional tools? Explain their unique features.

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.	Identify and explain the important managerial skills to become an effective leader.
2.	What is meant by organizational design? Explain the types of organizations and factors to be considered in designing an organization structure.
3.	Define human resource management (HRM). Discuss the objectives and functions of HRM.
4.	Discuss the HRD strategies relevant to agribusiness development.
5.	How do you define conflict? Explain the different types of conflicts?
6.	What is interpersonal communication? What are different interpersonal communication skills?
7.	What do you mean by the Enterprise Information System (EIS)? Explain the characteristics and functions of EIS.
8.	Define e-commerce. Explain the advantages 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 business research. Explain the types of business research.
2.	What do you mean by problem formulation in business research? Discuss the importance of information sources in the problem formulation.
3.	Distinguish between probability-based and non-probability-based sampling techniques. Briefly explain the probability-based sampling techniques.
4.	Discuss the meaning and types of measures of dispersion.
5.	Discuss the steps in the case study method of research.
6.	What is operation research (OR)? What are OR techniques used for problem-solving in the industry?
7.	What do you understand by decision tree analysis? Explain its components.
8.	Illustrate the economic order quantity (EOQ) model.

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 do you mean by the project? Discuss the features/characteristics of the projects.
2.	Write a note on the project schedule, terms of reference, and project boundaries concerning project implementation.
3.	Explain the concepts of participatory rural appraisal and rapid rural appraisal. Write the principles and advantages of participatory rural appraisal.
4.	What are the tools that help in planning, scheduling, and control of projects? Explain the importance, advantages, and limitations of bar charts.
5.	Discuss the concept and essential components of logical framework analysis (LFWA).
6.	Explain the concept and role of project control. Discuss the control parameters?
7.	Briefly discuss the various steps involved in the project closure.
8.	What do you mean by the continuous improvement process in project management? What are the points considered for its planning?