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MAM-055

**POST GRADUATE DIPLOMA IN
AGRIBUSINESS (PGDAB)**

Term-End Examination

December, 2023

**MAM-055 : PRINCIPLES OF AGRIBUSINESS
MANAGEMENT**

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Discuss the managerial skills needed to become an effective leader. 10
2. Why controlling is an important management function ? Explain the steps in the control process. 10
3. Define recruitment in an organization. Discuss the sources and challenges of recruitment. 10

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4. What is organizational behaviour ? What are the different disciplines that affect organisational behaviour ? 10
5. What is the meaning of negotiation ? Explain the negotiation process. 10
6. Differentiate between management and leadership and also explain the traits of a great leader. 10
7. What do you mean by Enterprise Information System (EIS) ? Explain the functions of EIS in an organization. 10
8. Define e-Commerce. What are the advantages and disadvantages of e-Commerce ? 10