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MAM-055

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

Term-End Examination

December, 2024

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

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

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1. Why is planning important for an organisation and what is the process of planning ? 10
 2. Explain forecasting of HR Supply and Demand. What techniques can be employed for this purpose ? 10
 3. Discuss emerging issues in business environment and its impact on organisational behaviour. 10

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4. Define 'Negotiation'. Explain the steps in negotiation process. 10
5. Explain frequently used techniques for effective decision-making. 10
6. How is leadership important in an organisation ? Explain different styles of leadership. 10
7. Explain the characteristics of EIS. What are its functions ? 10
8. What do you understand by m-Commerce ? Explain its applications. 10

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