

**MASTER OF BUSINESS
ADMINISTRATION (AGRIBUSINESS
MANAGEMENT)
(MBAABM)**

Term-End Examination

June, 2026

**MAM-062 : PRODUCTION AND SUPPLY CHAIN
MANAGEMENT IN AGRIBUSINESS**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Describe the objectives, classifications and functions of production planning and control.
2. (a) Describe the critical factors influencing production and operations management in agribusiness.

- (b) Explain in detail PEST and PESTLE analysis.
3. What are the various principles of the cold chain ? Explain the need and scope of cold chain management.
4. (a) Define forecasting. Explain the objectives and importance of demand forecasting.
- (b) What is capacity ? Explain the various types of capacity planning. Discuss the different strategies for capacity planning.
5. (a) What is location analysis ? Describe the various methods of location analysis.
- (b) Give the classification of incentives. Describe the various types of incentive schemes.
6. (a) Explain the different strategies used for aggregate planning.

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- (b) Discuss the areas of interaction between logistics and marketing.
- 7. List the major agricultural produce in your geographical area and explain the supply chain of any *two* of them.
- 8. Write short notes on the following (any *four*) :
 - (a) Blockchain technology in cold chain
 - (b) Supply chain re-engineering
 - (c) Method study
 - (d) 7 P's of production and 5 P's of productivity.
 - (e) Physical Distribution Management.

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