

Syllabus for Entrance Examination for Admission to MBA (Agri-Business Management)

UNIT-1: Indian Economy, Importance of agriculture/forestry/ horticulture/ livestock in national economy. Production of major cereal crops, vegetable crops, fruits and their importance in human diet. Major soils of India, essential plant nutrients, their role, deficiency symptoms and sources. Pests and diseases of major crops, vegetables, fruits and their management. Forestry production, pests and diseases management of major trees grown in India.. Organizational set up of agricultural research, education and extension in India. Elements of statistics. Plantation crops in India.

UNIT-2: Farm equipments and Farm Machinery in India, sources of energy and power on farms. Irrigation and drainage systems. Basics of post-harvest technology, Basics of energy in agriculture.

UNIT-3: Quantitative ability: Test the ability of candidates to make mathematical calculations under stress conditions. All these calculations will be based on analytical skills of the candidates with understanding of mathematics at Intermediate level.

UNIT-4: Communicative ability: Test English comprehension wherein the knowledge of language skills are tested as to how effectively the candidate communicates his thoughts and ideas.

UNIT-5: Data Interpretation: Calculations requiring skills of interpretation of facts and figures. Knowledge in Basic Statistics, Research Methods and Quantitative Analysis and Preparation of graphs, tables and charts are required.

UNIT-6: Logical reasoning: Evaluating logical thinking capacity by providing various options.

UNIT-7: Agricultural Marketing and Cooperation: Fundamentals of managerial economics, market structure conduct and performance, agricultural marketing concepts- functions and institutions, trade in agriculture sector; principles of corporation; cooperatives in India; agribusiness institutions in India; entrepreneurship development.

UNIT-8: General Awareness: Indian Agriculture, Indian Economy, Agribusiness Management, Agricultural Marketing, Co-operative Management, Marketing Management

Part – B

1. Nature and Scope of Managerial Economics
2. Globalization and Competitiveness
3. Generally Agreed Accounting Principles
4. Co-operative Marketing
5. Recent Development in Agricultural Marketing
6. Managerial Communication
7. Agri - Imports and Exports
8. Retail Management and FDI
9. E-Commerce and Information Technology for Agribusiness
10. Emerging issues in Agribusiness Management in India