

B.V.Sc. & A.H. (Third Professional) Examination – 2023
Veterinary and Animal Husbandry Extension Education Paper-II
(MSVE 2016)

Time: Three Hours

Maximum Marks: 100
Weightage: 20

- Unit-6 (Livestock Economics and Marketing)
Unit-7 (Livestock Entrepreneurship)
Unit-8 (Information and Communication Technology)
Unit-9 (Contemporary Issues in Livestock Enterprises)

Instructions:

- 1) Attempt all questions
- 2) Answer of all questions is to be written in the space provided along with the question in question-booklet.
- 3) Overwriting is not allowed in the objective type question.

Q.1 Fill in the blanks.

(20x 0.5 = 10)

- 1.1 _____ is a term used to determine the worth or value of a good or service.
- 1.2 _____ is marketing function involves in grouping and categorizing products based on quality and characteristics.
- 1.3 _____ refers to the total monetary value of all finished goods and services produced within the country's border in specific period.
- 1.4 The basic problem of scarcity arises due to unlimited _____ and limited resources.
- 1.5 _____ is the total money income earned by the individuals and businesses from producing goods and services of the country.
- 1.6 Utilisation of _____ in rural areas can bridge the gap in accessing vital agricultural services through ICT
- 1.7 _____ of livestock production system involves addressing social, environmental and economic challenges to ensure its long term viability.
- 1.8 An individual who starts and operates a new business venture is known as _____
- 1.9 _____ implies the availability or otherwise of plant and machinery and technical knowhow to produce the product.
- 1.10 _____ is an event-oriented approach.

- 1.11 Term Eco-Feminism coined by _____
- 1.12 Article _____ (No.) against gender discrimination.
- 1.13 National commission for women was established in _____ (Year)
- 1.14 Strong, persistent feelings of identification with the opposite gender and discomfort with one's own assigned sex is _____
- 1.15 _____ refers to a person's biological and physiological characteristics.
- 1.16 Beliefs that people have about features and characteristics of males and females are called _____
- 1.17 _____ is the systematic development of project idea for the eventual purpose of arriving at an investment decision.
- 1.18 _____ is a graphical representation of the various activity and events related to the project.
- 1.19 Goods and services reach the market place through _____
- 1.20 _____ refers to some action which is time consuming effort necessary to complete a specific event.

Q.2 Choose the most suitable answer and write the number of the correct answer 1 or 2 or 3 or 4 in the space given against each sub question: (20x 0.5 = 10)

- 2.1 Market structure with large number of buyers and sellers ()
1. Monopoly
 2. Oligopoly
 3. Perfect competition
 4. Monopolistic competition
- 2.2 Government intervention in the marketing of livestock products often aim ()
1. Increase market competition
 2. Promote speculation
 3. Stabilize prices and ensure fair practice
 4. Reduce consumer choices
- 2.3 What does LAN stand for in computer terminology ()
1. Local Access Network
 2. Local Area Network
 3. Limited area network
 4. Longitudinal Access Network
- 2.4 The national program that focus on enhancing the productivity of livestock and improving the livelihood of rural household ()
1. National Animal health Mission
 2. National Livestock Mission
 3. National Agriculture Mission
 4. National Livestock Development Program

- 2.5 The concept of animal welfare primarily addresses the ()
1. Economic growth of the livestock industry
2. Ethical treatment and care of animals
3. Genetic improvement of livestock breeds
4. Promotion of livestock insurance scheme
- 2.6 An enterprise refers to ()
1. An individual who starts a business
2. A business organization
3. A specific type of business plan
4. A government agency promoting entrepreneurship
- 2.7 When a firm enters into business which is unrelated to existing business both in terms of technology and marketing ()
1. Conglomerate diversification
2. Horizontal integration
3. Vertical integration
4. Concentric Integration
- 2.8 An entrepreneur who owns more than one business at a time is called ()
1. Intrapreneur
2. Corporate Entrepreneur
3. Portfolio Entrepreneur
4. None of the above
- 2.9 Industries producing complete articles for direct consumption and also processing industries is called as ()
1. Manufacturing industries
2. Feeder industries
3. Service industries
4. Mining industries
- 2.10 The process of preparing an inventory of skills needed for effective implementation of the project is called as ()
1. Economic viability
2. Financial feasibility
3. Technical feasibility
4. Managerial competence
- 2.11 Entrepreneurs are motivated by ()
1. Money
2. Personal value
3. Pull influences
4. All of the above
- 2.12 Which of the following are described as one of the big five personality traits ()
1. Tolerance of others
2. Need for achievement
3. Propensity of leadership
4. Locus of control
- 2.13 Unequal or disadvantageous treatment of an individual or group of individual ()
1. Gender identity
2. Gender stereotype
3. Gender discrimination
4. Gender identity disorder

- 2.14 The first wave of feminism was mainly concerned with ()
1. Women's right to vote
2. Equal and legal social rights
3. Participation in the election
4. Destruction of the patriarchy
- 2.15 The French philosopher Simone de Beauvoir belongs to the ()
1. Radical Feminism
2. Liberal Feminism
3. Marxist Feminism
4. Socialist Feminism
- 2.16 Gender identity research project was established for the study of ()
1. Male and Female
2. Inter sexual and transsexual
3. Lesbian and gay
4. None of the above
- 2.17 The purpose of all good small business strategy is ()
1. To achieve competitive advantage
2. To increase profitability
3. To achieve stated objective
4. To increase turnover
- 2.18 Isolation boxes in a dairy farms are intended to house ()
1. Diseased animal
2. Vicious bills
3. Cows nearing calving
4. Early weaned
- 2.19 The ideal annual culling percentage in cows should be ()
1. 5%
2. 10%
3. 20%
4. 30%
- 2.20 Excess of present value of the project cash inflows over that of out flows ()
1. Average rate of return
2. Net Present Value
3. Benefit Cost ratio
4. Internal rate of return

Q.3 Attempt any ten out of the following twelve questions. Answer of each question should be in 2 to 3 lines. (10x2.0= 20)

3.1 Flipped learning

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3.2 Giffen Paradox

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3.3 Marketable surplus

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3.4 Benefit cost ratio

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3.5 Internal rate of return

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3.6 Project appraisal

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3.7 Functions of entrepreneur

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3.8 Market intelligence

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3.9 Virtual reality

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3.10 Gender sensitisation

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3.11 LAN

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3.12 Teleconferencing

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Q.4 Attempt any six out of the following eight questions. Answer of each question should be in 8 to 10 lines. (6 x 6 = 36)

4.1 Explain the concept of livestock insurance scheme?

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4.2 What is gender budgeting and how does it relates to animal husbandry?

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4.3 Describe the role of internet in providing access to information for farmers?

4.4 Describe the functions of marketing in livestock sector?

4.8 Explain the concept of utility? Write the types of utility?

Q.5 Answer the following question in 1-2 pages.

(2x12 = 24)

- 5.1 Discuss the challenges and opportunities of cyber extension in livestock education and advisory services?
- 5.2 Explain the concept of personnel management in the context of entrepreneurship. Discuss how to identify work, conducting job analysis and organising tasks through division of labour?
- 5.3 Elaborate theories of production, including the law of diminishing returns and law of equi-marginal return. How do these theories impact decision making in livestock production?