

M.B.A.- II CBCS Pattern Semester-III  
**PCB3EI2 - Livestock Management**

P. Pages : 1

Time : Three Hours



**GUG/S/24/10716**

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

1. Discuss the techniques for the improvement of product quality and disease control in livestock-industry in India. **14**
2. What is disease control? Explain how diseases are controlled by improvements in livestock products. **14**
3. Describe the role of management in feed manufacturing industry. **14**
4. Discuss regarding design of manufacturing processes, equipment and material handling while setting up feed manufacturing unit. **14**
5. State the role of veterinary advisory services for the handling and storage of livestock products. **14**
6. Discuss the rules and regulation for establishing a poultry and hatchery unit regarding location, size and construction. **14**
7. Explain the role of management in poultry industry. **14**
8. How marketing of livestock products are different from other products? Explain with examples. Also discuss about some innovative sales strategies used in marketing of livestock products. **14**
9. What is the demand scenario for livestock products in domestic and global markets? **14**
10. Write a short note on **any two**. **14**
  - a) Job Evaluation.
  - b) Factors affecting hatchability.
  - c) Marketing and distribution of animal products.
  - d) Extents of losses during storage and transport and ways to minimize the same.

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