

**RW-6539**

**504401**

**M.Sc. DEGREE EXAMINATION, APRIL 2011**

**Animal Health Management**

**ANIMAL HEALTH POLICY AND ENTERPRISE  
MANAGEMENT**

(CBCS—2008 Onwards)

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. Vaccination.
2. Influenza (flu).
3. SPS.
4. Nutrients.
5. Entrepreneurship.

6. On-shore.
7. Product quality.
8. Relationship marketing.
9. Animal rights.
10. Animal production policy.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b)

All questions carry equal marks.

11. (a) Write short notes on combative strategies.

(Or)

- (b) Describe the veterinary emergency and critical care.

12. (a) Explain the quality assurance on imported food products.

*(Or)*

(b) Write short notes on Invasive Animals.

13. (a) Give an account on competition scenario.

*(Or)*

(b) Depict the case studies of successful enterprises.

14. (a) Explain the sources and quality of raw materials.

*(Or)*

(b) Briefly describe the integration and motivation with the enterprise.

15. (a) Describe the marketing as the essence of business.

*(Or)*

- (b) Discuss the innovation and continuous improvement.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Explain the policy development and law making in Animal Health.
17. Describe the detailed study on Bio-security issues.
18. Write essay on enterprise idea and conception.
19. Describe the logistics requirements and quality consideration.
20. Marketing management–Explain.

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