

Seat
No.

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आभास - 075

307 - SPECIALIZATION - IV 437 F

**Agro Business Management
(Agricultural Marketing)**

P. Pages : 1

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Attempt **any three** questions from section - I & **any two** questions from section - II.
5. All questions carry equal marks.
6. Write answers of both sections in same answer book.

SECTION - I

1. Explain the concept Agricultural Marketing. Write the difference in Agricultural and Consumer Marketing. 12
2. What do you mean by grading ? Write the importance of grading in agriculture grading in India. 12
3. Write the objectives of warehousing with its future trading & Hedging.
4. Write types & reasons for price movements & their effect on agricultural price stabilization & price support policies. 12
5. Define Retail Marketing. Write in detail about retailer-marketing decisions with suitable example. 12

SECTION - II

6. Write the importance of agricultural commodities in agricultural marketing. Explain marketing of vegetables with suitable example. 12
7. Explain the concept supply chain management what is the role of Transportation in a supply chain, explain with suitable example. 12
8. Write a short note **any three**. 12
 - a) Problems of Agricultural Marketing.
 - b) AGMARK.
 - c) Store management.
 - d) Branding strategy.
 - e) Direct marketing.
