

AS-775

M.B.A. (Semester—III) Examination

AGRO-BUSINESS MARKETING

Paper—MBA/3206/M

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

SECTION—A

1. (a) "Information technology is being fifth factor of agricultural production along with agri land, labour, capital and raw material." Comment on above statement in context with role and importance of information technology in agricultural sector. 14

OR

- (b) In present scenario, do you think that process, "people and physical evidences are playing important role in developing agricultural retail sectors." Comment. 14

SECTION—B

2. (a) Describe the emerging crisis in the business of agriculture produce. 7
(b) Banana is cultivated in large quantities in the local area of Khandesh region of Maharashtra. Describe the scenario and pattern of banana marketing of the region. 7

OR

- (c) Describe the status of agriculture products in Indian Economy. 7
(d) Mrigbahar variety of oranges is the one variety for which Nagpur oranges are famous worldwide. Describe, the scenario and pattern of marketing of the variety of oranges in Vidarbha region. 7
3. (a) Describe different types of transportation services. 7
(b) Suguna Poultry, Coimbatore is largest organized player ranking amongst the top ten in the world in the fragmented poultry industry. Based in Coimbatore, Tamil Nadu, it operates in 11 states in India. It sources its products through 12000 contract farmers divided in 13 regions each under charge of an independent manager. Only chicken products are handled with 20.2 billion turnover. Recently the company decided to export its chicken products to Gulf countries with a firm belief that its reputation shall earn it a bigger Gulf Market. Unfortunately, its first consignment was returned back from Dubai as its products did not bear AGMARK. How would you deal with this crisis of the Suguna Poultry ? 7

OR

- (c) Describe different categories of packaging used for marketing of agricultural products. 7
- (d) Pepsico India was set up in Chandigarh, Punjab in 1980s. Initially it was procuring tomatoes from farmers and helping them by offering customized services. Later it launched a joint initiative with Punjab Agriculture University, Ludhiana and set up a 27 acre research and demonstration farm for trials of new varieties of tomato, potato and other crops. It has so far evolved 200 varieties and hybrids of chilli, 100 varieties of tomato, 25 varieties of corn and 60 varieties of peanut. The recent steep price hike of tomato and potato in the Indian vegetables markets earned Pepsico large profits which its farmers supplies were obviously devoid of. What arrangement can lead to stop such exploitation of farmers in agri-business ? 7

SECTION-C

- 4. (a) What are 'Grading, Standardization and Labelling' of agriculture produce ? Explain. 7
- (b) Describe the role of NABARD for agriculture sector. 7

OR

- (c) Describe the role of MPEDA in the promotion of export of agriculture products. 7
- (d) What are different agriculture marketing boards ? Briefly explain role of any one board. 7

SECTION-D

- 5. The decision of the Govt. of India to allow FDI in retail sector is considered to hit the agriculture sector and the small retailers. However, farmers of a local village are excited as they understand that large traders shall now come to their village to buy their agriculture produce. These farmers produce cereals, fruits, flowers, vegetables and spices. As of now they were dependent on local traders who exploited them by paying lesser price, irregular payment of the values of their produce bought and also dictatorship on buying or not buying. However, these farmers are unaware of the quality standards in agriculture sector and have no knowledge about grading etc. They therefore appointed the local government agency for a training program on quality and grading of agriculture produce. This helped them a lot and they have started selling their produce now itself after grading them and hence getting better prices. They suddenly experience that setting up their own agriculture outlet in a nearby bigger city shall fetch them better market and price. But they have no money for it and banks are not ready to finance them the huge investment requirement for setting up a large retail outlet. They are not thinking of linking themselves with some MNC for the purpose.
 - (1) In above case, what are limitations of retailing observed by you ? 7
 - (2) What recommendations will you suggest for improving retailing and merchandising of agricultural products ? 7