

M.B.A. Semester-III Examination
AGRO-BUSINESS MARKETING
Paper-MBA/3206/M

Time : Three Hours]

[Maximum Marks : 70

N.B.:— (1) Attempt all questions.

(2) Figures to the right indicate marks.

SECTION-A

1. (a) Explain marketing mix of agriculture products in detail. 14

OR

- (b) Illustrate role of information and communication technology in agriculture marketing. 14

SECTION-B

2. (a) What are the objectives of agriculture marketing ? 7
- (b) Kalash Seeds Pvt. Ltd. is a manufacturer of seeds of vegetables and fruits. They emphasize on research and development in their organization too. Kalash organizes a program titled 'Open Days' every year wherein they invite farmers, students. There's a constructive interaction among them and everyone is boosted at the end of program. Farmers are more aware. What are your suggestions to improve 'Open Days' program ? 7

OR

- (c) Explain the scope of agriculture marketing. 7
- (d) 'Krishi Raja' is a group of active farmers who can be called as opinion leaders. The group invites various experienced and expert people for guest lectures on upcoming practices in agriculture. The group is thinking to raise voice against some malpractices in agriculture marketing ways but the whole scene may take a political turn which may damage the honest efforts of the group. What are your suggestions in this regard ? Justify. 7
3. (a) How can standard of agriculture produce be evaluated ? 7
- (b) 'Seva Foundation' a non-profit organization has undertaken a survey regarding export of agri-products. They want to find out the obstacles/hurdles in the scene. What kind of parameters and questions should the survey consist of ? Justify. 7

OR

- (c) What is organized retailing of agri inputs and outputs ? 7
- (d) 'Dharti Mandal' is a non-profit organization working for the betterment of farmers. They wish to predict the reasons behind failure of marketing of agri-products specifically in rural India. What are your suggestions in this regard ? 7

SECTION-C

4. (a) Which is the most feasible agribusiness branch according to you for farmers in general ? Why ? 7
- (b) Which is the best non-conventional form of agribusiness ? Justify. 7

OR

- (c) What is merchandising of agri-produces ? Elaborate. 7
- (d) What are supporting services in the context of agriculture marketing ? 7

SECTION-D

5. There has been an unfortunate scene in farming in Maharashtra. Around 25 farmers died reportedly when they were sprinkling pesticides. Newspapers, news channels, related non-profit organizations and experts have criticised the issue. According to analysts there are various possible reasons behind the unfortunate deaths of farmers. The first reason is doubt about the quality of pesticides and the allied manufacturing process. Some farmers had mixed two or more pesticides to increase the power before spraying which was nearly poisonous. Another probable reason is consuming water and food without washing the hands after pesticide spraying. The fourth reported possibility is that in the month of September and October, because of rise in temperature, while farmers were spraying pesticides some drops entered body through pourous skin because of sweating.

Thus, there's no single final certain reason. But such occurrences take lives and lessen the willingness to farm whole-heartedly. Enquiry has been set up to examine the issue. But we need a holistic approach to rectify such blunders.

- (a) Analyse the case. 7
- (b) What are your suggestions to minimize such hazards ? 7