

AP-273

**M.B.A. Semester-III (New) Examination**

**AGRO-BUSINESS MARKETING**

Time—Three Hours]

[Maximum Marks—70

**Note :—** (1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

**SECTION—A**

1. (a) Explain concept, scope and importance of Agriculture Marketing. Also discuss various emerging branches of Agriculture in India. 14

**OR**

- (b) Explain in detail distinguishing characteristics of agricultural commodities that make their marketing system complex and different. Also write about emerging issues in agricultural produces. 14

**SECTION—B**

2. (a) What are upcoming practices in agricultural marketing? Discuss in detail with proper examples. 7
- (b) These day's agri-business in India is facing many problems such as—heterogeneity in production, physical losses, fall in prices during seasons, inspection and quality control etc.

You as a marketing expert discuss the role of each function of agriculture marketing to overcome such problems. 7

**OR**

(c) State three different levels of value addition of farm products and discuss in detail about food processing. 7

(d) In current agriculture marketing system, prices of vegetables are very high to customers and on the other hand farmers are getting comparatively very low prices for the same. Why this is so ? Can this be improved ? If yes, suggest most effective distribution channel for vegetables. 7

3. (a) Explain any four innovative agriculture marketing channels for direct marketing, existing in India. 7

(b) Mr. Sagar, a farmer from Maharashtra wants to export Mangoes. Explain, which marketing institutions may assist Mr. Sagar in exporting mangoes ? How ? 7

**OR**

(c) Write about criteria for grade standards in India. Also write detailed note on AGMARK. 7

But, due to the intervention of organised retail stores its business gradually declined, as the customers were attracted towards convenience and luxury of organised stores. Now the scenario is that, Shreeraj is facing problems as the demand for its products has remarkably declined. Now Shreeraj wants to reinvent its business activities to cope up with the competitors.

(i) Analyse the case. 3

(ii) Suggest most effective marketing mix for 'Shreeraj'. 6

(iii) In order to cope up with the competitors, which telecommunication and information technologies can be adopted by 'Shreeraj' ? 5

- (d) ABC Pvt. Ltd. is a tomato sauce manufacturing industry. ABC has established its new plant in Amravati MIDC. But it is facing problem in meeting its supply for raw material. A company has a strict policy to obtain the raw material from its remote area only.

As a project head, how will you overcome the company's problem of raw material scarcity in collaboration with the regional farmers ? 7

4. (a) Write detailed note on :

(i) Food Corporation of India

(ii) Indian Standards Institution. 7

- (b) Ramesh is a B.Sc. Agri graduate belonging to small village in Vidarbha region. Agriculture is his family business. He wants to promote his family business by applying modern technologies. But due to financial crises pertaining in his family, he is unable to meet the financial requirements. Suggest appropriate measures which can be adopted by Ramesh to meet his financial requirement. 7

**OR**

- (c) What is NAFED ? Write about organization, objectives and activities of NAFED. 7
- (d) Presently all wholesale markets fall under the jurisdiction of particular market committee. Only licensed person or associations are allowed to carry on wholesale marketing activities. Thus, regulation of market has given the monopoly power to market functionaries in regulated markets. This situation has made the traders to dominate the market forces.

Suggest alternative marketing system to modernise the present system and to provide better returns to farmers. 7

### SECTION—C

5. 'Shreeraj' is a small self help group from a region producing 'Custard Apples'. 'Shreeraj' is selling custard apples in nearby cities since 1990 and was making good profit. Its custard apples are positioned as good quality fruits with reasonable price. It was taking minimum marketing efforts and sold its product through single outlet in each market. On the basis of quality and pricing policy Shreeraj had established good remark in each market. Its business was smoothly running till 2010.