

**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 marks.

**SECTION—A**

1. (a) Discuss the status of Agro processed products in Indian Market. 14

**OR**

- (b) Describe the emerging issues in the business of Agriculture produces. 14

**SECTION—B**

2. (a) Explain the scope and objective of Agriculture Marketing. 7  
(b) Mr. Patil is a processor and cannot buy the produce directly from the farmer. The produce is required to be transported from farm to the market yard and then it can be purchased and taken to the plant. Analyse the case and interpret its consequences on farmer with respect to price. 7

**OR**

- (c) Briefly explain the concept of Agriculture Marketing in India. 7  
(d) "Farmers are the victims of inefficient markets in India". Hats are village markets often held once or twice a week. While shanties are longer interval markets. The agent of wholesale merchants operates in these markets. Suggest alternative options instead of selling in these markets. 7
3. (a) Discuss the potential of farm products in India and their export potential. 7  
(b) Mr. X, a farmer is compelled to store his produce in pits, mud vessels, 'Kutchra' store houses, etc. These unscientific methods of storing in villages lead to considerable wastage. Due to this reason supply in the village market increases substantially and the farmers are exploited with low prices. Suggest an alternative option for Mr. X. 7

**OR**

- (c) Explain the various emerging branches of Agri Business. 7  
(d) Mr. Y a young farmer took his produce for sale in an unregulated market. He was unaware of the malpractices of Arhatiyas and brokers, who take advantage of ignorant farmers. He ended up paying 'arhat' (pledging charge), 'tulaii' (weight charge), 'palledari' (unloading charges) and 'garda' (cleaning impurities). Analyse the case and state the consequences of selling in unregulated markets. 7

### SECTION—C

4. (a) Explain how retailing of Agri inputs and outputs is organised in India. 7  
(b) Explain the importance of standardisation for Agricultural produces. 7

### OR

- (c) How export promotions are done for Agri Products in India ? Explain. 7  
(d) Discuss the role of agencies for marketing of Agri products in India. 7

### SECTION—D

5. National Agriculture Market (e-NAM) is a pan India electronic trading portal which networks the existing APMC mandis to create a unified national market for agriculture produces.

It provides single window service for all APMC related information and services. This includes commodity arrivals and prices, buy and sell trade offers, provisions to respond to trade offers, and other services. This online marketing reduces transaction cost and information asymmetry.

Farmers can showcase their produce online from their nearest market and traders can quote price from anywhere. This results in increased no. of trades and greater competition. As of now, it has been launched in 21 markets in 3 states.

- (1) As an expert, analyse the feasibility of this application from farmers and traders point of view. 14