

SECTION—C

5. Farmers of Marathwada were engaged in cultivation of various agricultural crops like Soyabean, Wheat, Jowar Tur throughout year. These were small farmers with less investment and hence with less marketable surplus. So they have to sell their produces at lesser rate to either middlemen or local market. Due to insufficient rain, increased labour rate. Their financial conditioning was worsening day by day.

A consultant guided them, and they started a company named Vikas Agro with 10 members with individual investment of Rs. 1 lac and bank gave loan of 25 lac to their firm for buying farming equipments Machines. Now they are collectively buying seeds, fertilizers at lesser rate and getting more marketable surplus. Now they have collectively entered into contract farming with various processing companies like ITC, Pepsico. Now they are getting more yield, more income and better standard of living.

Questions :

- (a) Discuss the various problems the farmers were facing initially in business of agriculture produces. 4
- (b) Analyse the success story of farmers as given in the case from crisis to better standard of living in your own words. 5
- (c) Farmers of Vidarbha are under burden due to scarcity of water, financial crunch and lack of other support services.
As a consultant, which innovative practices you will suggest them (other than collective farming) in order to get more income ? 5

AQ-1353A

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) Agriculture produce marketing requires connectivity between markets, growers, traders, industry, exporters through a wide network of national and international linkages so as to provide day to day information with regards to commodity demand, supply and prices. Do you agree ? Justify your answer with reference to role of ICT in agriculture marketing. 14

OR

- (b) What is marketing mix ? Explain in detail any two elements of marketing mix of agriculture produces. 14

SECTION—B

2. (a) Marketing of agriculture sector goods differ from that of industrial sector goods. Discuss the difference between the two. 7
- (b) Indian farmers sell those agriculture products which are in surplus with them. They do not go for marketing of their products. This results in stress sales, less prices and even wastage of agriculture products. How can concept of agriculture marketing help these farmers in marketing of their produces ? Explain. 7

OR

- (c) What do you mean by grading of agriculture produces ? Discuss advantages and difficulties in grading of agriculture products. 7
- (d) Most of farm products are perishable in nature. Due to inefficient storage facility they get spoiled which incur huge losses. How the perishability of such products can be reduced and income can be generated ? 7
3. (a) Define agribusiness and elaborate its scope. 7
- (b) In contract farming, companies engaged in processing and marketing of agricultural products are entering into contracts with farmers, wherein farmers grow selected crops under a buyback agreement. Prepare SWOT analysis of contract farming. 7

OR

- (c) Discuss the present retailing system of agriculture produces in India. 7
- (d) In recent years, there has been a shift from conventional farming to commercial {export-oriented} farming. Would this shift be beneficial for economic development of India ? 7

4. (a) Briefly explain :

(i) HACCP

(ii) AGMARK. 7

- (b) Mr. Rakesh, a trader is planning to export cashews to gulf countries. He collects cashews from local market, grades them and exports only best quality out of them. Point out the manner in which APEDA can help him in export of cashews in gulf countries. 7

OR

- (c) Discuss advantages and disadvantages of organised retailing over unorganised retailing. 7
- (d) Since independence the government of India has played important role in order to improve agriculture sector. Do you agree ? If yes, justify your answer and if do not agree what measures would you suggest to government for the improvement. 7