

AT-1423

**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) India is the second largest producer of fruits and vegetables and yet has a very less share i.e. 1.5% of world trade in farm fresh products. Nearly 18% of agri produce becomes rotten either due to its nature or due to supply chain inefficiency. Discuss issues related with supply chain management of agriculture produce. Also explain how these problems can be solved. 14

**OR**

- (b) What do you mean by agro processed products ? List down the name of industries that are dependent on agro processed products. Also explain scope and factors creating opportunities in food processing sector in India. 14

**SECTION—B**

2. (a) Define agriculture marketing. Discuss its objectives and scope. 7  
(b) Many of Indian farmers sell their agriculture products in their villages at lesser cost as compared to cities. What can be the reasons behind their such behaviour ? 7

**OR**

- (c) Comment briefly on food processing industries in India. 7  
(d) "Direct from farm to consumers" is a concept fast growing in Indian agriculture produce marketing especially B-Class cities. Explain importance of this concept for farmers getting better prices for their crop. 7

3. (a) The demand for cold storages is increasing day by day. How does this help in developing agro-business in India and abroad ? Explain. 7
- (b) Instead of traditional practices, Indian farmers should use modern techniques of farming such as mobile sprinklers, good quality seeds, organic fertilizers and more use of farming equipments and machines. This shift will be beneficial for economic development of India. Do you think so ? Justify your answer. 7

**OR**

- (c) Do you think that organic farming can give good returns to the farmers on their agricultural produce ? 7
- (d) Indian alphonso mangoes are famous throughout the world. Suppose you are working as marketing manager in export division for a firm dealing in mango drinks. List and elaborate various factors to assess potential to export alphonso mangoes in international market. 7
4. (a) What is FPO ? Describe importance of this mark for consumers. 7
- (b) To procure a sizable portion of marketable surplus of foodgrains at an incentive price and to make timely release through public distribution system, are two main functions of FCI. Discuss various shortfalls and limitations of FCI in this regard. 7

**OR**

- (c) Describe the role of APEDA in promotion of export of Agriculture products. 7
- (d) Mr. Ravi is a young MBA graduate from rural area of Amravati. He wants to start business of Potato chips. But he is facing financial and technical problem. Explain which institution may assist Mr. Ravi in his venture and how ? 7

**SECTION—C**

5. Taking the internet to villages and empowering rural India with information at the click of button is what best describe ITC's much acclaimed initiative e-choupal. With the help of e-choupal farmers can access latest local and global information on weather, Scientific farming practices, as well as market prices at the village itself through this web-portal-all

in Hindi. It is specially designed to solve the problems of Indian farmers, as they are always trapped in low risk taking ability, low investment, low productivity, low value addition, low market orientation. Hence e-choupal was born as market led business model for enhancing competitiveness of agri business.

A lead farmer who acts as an interface between computer terminal and farmers is known as Choupal Sanchalak. Full contents of this site are therefore made available to registered sanchalaks only. The e-choupal initiative offers farmers the power of scale and better bargaining power in selling their produce and buying agri inputs.

**Questions :**

- (A) How ITC's e-choupal is solving problems of Indian farmers ? 7
- (B) ITC's e-Choupal is innovative distribution market channel. Do you agree ? Justify your answer. 4
- (C) Also discuss its impact on farmers, consumers and on middlemen (intermediaries). 3

