

AU-1615

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) Elaborate scope and objectives of agricultural marketing in detail. 14
OR
(b) Illustrate the upcoming practices in agricultural marketing. 14

SECTION—B

2. (a) Explain agriculture and allied products in detail. 7
(b) Some agro-based products manufacturers and marketers do not follow the pure ethical and social responsibilities. They mislead customers, hide the complete truth about products, do not follow the expected standards etc. What are your suggestions to eliminate these problems ? Explain. 7

OR

- (c) Comment on the status of agro-processed products in India. 7
(d) 'Awareness Enhancement' has been a problem in India. Majority of the farmers have never thought of initiating for agriculture-allied products. Efforts have been made by Government, non-profit organisations, commercial organisations. But the outcome is not overwhelming. What are your suggestions to encourage farmers and boost agriculture-allied products in India ? Justify. 7
3. (a) What are various emerging branches in agri-business ? Explain. 7
(b) 'An ant never realizes how workoholic it is !' An Indian farmer has yet not understood his potential. With the help of a bit of creativity and attitude, farmers may think of cultivating off-the track farm products having export potential. According to you, what are various such farm-products which possess export potential ? Justify. 7

OR

- (c) Elaborate retailing of agricultural produces. 7
- (d) Vankaiyya Natrajan is a farmer from the State of Karnataka. He has got a farming instinct from his grandfather and father. Blessed with a good amount of a fertile land, he experiments with various crops. He desires to do farming differently but has not comprehended how to do it. Suggest to Vankaiyya some non-conventional forms of agri-business which may act as a catalyst for him. Justify your suggestions. 7

SECTION—C

4. (a) Illustrate role of agencies in promotion of exports of agri-products. 7
- (b) Comment on standardization of agricultural produces. 7

OR

- (c) Elaborate role of agencies for marketing of agri-products. 7
- (d) Explain organized retailing in the context of agri inputs and outputs. 7

SECTION—D

5. 'Occasional Marketing' is a terms which refers to typical/specific marketing attempts during festivals. Festivals represent lifestyles and cultures with respect to a time frame. Festivals like Diwali, Dussehra, Makar Sankranti, Pola, Ganeshotsava, Navaratri, Ramzan Eid, Christmas provide ample opportunities for communication through integrated marketing channels which include, advertising, sales promotion, personal selling and public relations/publicity.

Rural fairs are also unique gatherings of people which can be co-related with integrated marketing channels. Agricultural products can best reach to the prospective customer during festive seasons as these possess the touch of a cultural heritage. Thus, festivals and fairs are a routine affair. It touches bottom of the life of people. The prospects display an affection toward festivals. Hence communication during this time appeals more. Through a four-way view of advertising, sales promotion, personal selling and public relation, these opportunities can be grabbed for marketing agriculture products.

Questions :

- (a) Analyze the case. 7
- (b) What are your suggestions to creatively market agriculture products through 'occasional marketing' during festivals ? 7