

price fixed by them. Initially it worked well and they were able to get very remunerative prices. But then the traders noted the tricks of the farmers and switched on to supplies from other places blocking purchases from these villagers. Farmers are now in fix and their produces are rejected from the market and to waste too. They then thought of supplying to bigger malls and hotels of the area. They even thought of selling in bigger markets by transporting their vegetables and fruits to farther distances. The lack of grading and then loss of quality due to transport etc. came on other issues.

- i) Analyze the case. **7**
- ii) What agency system or otherwise can help the farmer market their produces regularly and at remunerative prices? **7**



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M.B.A. Semester - III

Paper - MBA / 3206 / M
Agro-Business Marketing

P. Pages : 4

Time : Three Hours

Max. Marks : 70

- Notes : 1. Attempt all questions.
2. Figures to the right indicate marks.

SECTION - A

1. a) What do you mean by ICT? Explain the approaches to use ICT in agriculture marketing. **14**

OR

- b) "In agriculture marketing products are priced at each stage as they move through the channel". Explain the statement in the light of marketing mix of agriculture produces. **14**

SECTION - B

2. a) Define the term 'product'. Give a detail classification of agriculture sector products. **7**
- b) The black soil in Vidarbha is most suited for cotton cultivation and accordingly the farmers of this region grow cotton crops in abundance. Describe the scenario of cotton marketing by farmers of Vidarbha. Suggest improvements in the existing system. **4+3 =7**

OR

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- c) What is an agro-processed product? List and describe different types of agro processed products. **7**
- d) Amongst fruits, orange is cultivated in large quantities in the areas of Nagpur and Amravati. The "Ambiabahar" variety of orange is harvested during the months of September - October. Describe the pattern of marketing of "Ambiabahar" variety of oranges in this region. Suggest improvements in the existing system. **4+3 =7**

3. a) Describe the role of government agencies in promotion of exports of agri products. **7**
- b) Soyabean is major crop in Vidarbha region. The Soyabean is produced by Indian farmers in large quantity which is an input for producing soya oil. How could Indian farmers start exporting soya oil with the help of different export promotion agencies? Discuss. **7**

OR

- c) Describe the role of agencies for marketing of poultry products, for export. **7**
- d) India now stands as the largest milk producing nation of the world since the year 2014. Yet it continues importing skimmed milk powder and butter oil from foreign countries causing outflow of foreign currency. How can this trend be reverted? Discuss. **7**

SECTION - C

4. a) "Agriculture marketing is a set of business activities involved in moving foodgrains from farmers to consumers through time space, from and transfer of ownership." Do you agree with this statement? Explain. **7**
- b) Describe the scope of agriculture marketing. **7**

OR

- c) Discuss upcoming practices in fruits & vegetables marketing in the state. **7**
- d) What is the scope of storage facilities in agriculture marketing? Explain. **7**

SECTION - D

5. Farmers of Haxagaon engage in cultivation of varieties of vegetables and fruits throughout the year. The villagers are small farmers with low investment in farming. Hence their farm productions are also in small quantities. They generally sell their produces in local subjimandi on auction basis. However, they find that they get much less payment compared to the price at which their produces are sold by the traders there in the same market. They decided to collect their produces from all the villagers everyday and then go to the local market selling on auction basis. Starting with minimum