

**SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI**  
**H.V.P.M's**  
**COLLEGE OF ENGINEERING & TECHNOLOGY, AMRAVATI**  
**MBA Semester - III Examination (Summer- 2020)**

**Agro Business Marketing**

MBA/3206/M

**(Assignment Question Paper)**

(Max. Marks - 20)

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**Note**

- 1) Solve any 2 out of 4 assignment questions
- 2) Figures to the right indicate full marks
- 3) Each question carries 10 marks.

**Question No. 1**

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|---|----|
| a) Define Agribusiness and elaborate its Scope?                         | 2M |
| b) Describe the emerging crisis in the business of agriculture produce? | 2M |
| c) Describe the status of agriculture products in Indian Economy?       | 2M |
| d) Describe the role of NABARD for agriculture sector?                  | 2M |
| e) What are different agriculture marketing boards in Vidarbha?         | 2M |

**Question No. 2**

- |   |    |
|---|----|
| a) Importance of information technology in agricultural sector?               | 2M |
| b) What do you mean by grading of agriculture produces?                       | 2M |
| c) Discuss the present retailing system of agriculture produces in India?     | 2M |
| d) What is Organized Retailing in Agri Inputs and Outputs?                    | 2M |
| a) Role of Information and Communication Technology in Agriculture Marketing? | 2M |

**Question No. 3**

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|--|----|
| a) Describe different types of transportation services in Agriculture sector?                                    | 2M |
| b) "People and physical evidences are playing important role in developing Agricultural retail sector." Comment? | 2M |
| c) Discuss the various problems the farmers facing initially in business of Agriculture produces?                | 2M |
| d) Role of Agencies for promotion of Exports of Agriculture Products?  | 2M |
| e) Briefly explain AGMARK?   | 2M |

**Question No. 4**

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|---|----|
| a) Briefly explain HACCP?   | 2M |
| b) Write a note on export oriented Farming?                                       | 2M |
| c) Describe the role of MPEDA in the promotion of export of agriculture products? | 2M |
| d) Write a note on Marketing Mix of Agriculture Products?                         | 2M |
| e) Explain in detail any two elements of marketing mix of agriculture produces.   | 2M |