

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc. (Hons.) Agri. Business Management

[ICAR-Sixth Deans' Committee Recommended Syllabus]

Semester	: II (New)	Term	: Second	Academic Year	: 2024-25
Course No.	: MKT-121	Title	: Marketing of Agricultural Inputs and Outputs		
Credits	: 2(1+1)				
Day & Date	: Friday, 27.06.2025	Time	: 10:00 to 12:00 hrs.	Total Marks	: 40

- Note :**
1. Solve ANY EIGHT questions from SECTION 'A'.
 2. All questions from SECTION 'B' are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 What do you mean by Agricultural Marketing? Discuss the classification of it on the basis of degree of competition.
- Q.2 Explain the concept of agricultural input marketing and its importance in agricultural development.
- Q.3 What is Seed marketing? Describe the importance and types of seed in agricultural production.
- Q.4 Which agencies are involved in fertilizer marketing? Describe the major problems in the distribution of chemical fertilizers in India.
- Q.5 Examine the role of agro-chemical companies, dealers and retailers in the distribution and marketing of plant protection products.
- Q.6 Explain the role of subsidies in agricultural power supply and their impact on farmer productivity.
- Q.7 Enlist the various agencies involved in the distribution of agro-machinery and implements along with their role of each agency.
- Q.8 Analyze the impact of ceiling on land holding on farm size and its efficiency.
- Q.9 Explain the importance of credit. Discuss classification of credit based on the basis of security.
- Q.10 Write short notes on:
- a) Seed Village Programme
 - b) Subsidy on fertilizers

SECTION 'B'

- Q.11 Define the following terms:
- 1) Credit
 - 2) Heterogeneity
 - 3) Agri-input marketing
 - 4) Marketing channel
- Q.12 Spell-out the following abbreviations:
- 1) ISTA
 - 2) PPV & FRA
 - 3) MGNREGA
 - 4) CHC