

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD
SEMESTER END EXAMINATION

B.B.A. (Agri.)

Semester : III (New)	Term : I	Academic Year : 2016-17
Course No. : MKT 232		
Credits : 3(2+1)	Title : Marketing Institutions and Organizations	
Day & Date : Friday, 18.11.2016	Time : 9.00 to 12.00	Total Marks : 80

- 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 diagrams wherever necessary.

SECTION "A"

- Q.1 Explain in brief the role played by NAFED in agricultural co-operative marketing.
- Q.2 Explain various development programmes undertaken by APEDA.
- Q.3 Explain the functions of APMC.
- Q.4 What is NDDDB and explain organization structure and functions of NDBB.
- Q.5 State the objectives and explain the types of State Trading Corporations.
- Q.6 Write in brief about various activities and services provided by Jute Corporation of India.
- Q.7 What are the objectives and functions of MAHAMANGO.
- Q.8 Explain the Cotton Corporation of India.
- Q.9 Explain the role of Tobacco Board in agriculture.
- Q.10 Explain in brief about Directorate of Marketing and Inspection.

SECTION "B"

Q.11 Give full forms of the following.

- | | | | |
|----------|---------|---------|-----------|
| 1) NDDDB | 2) DCMS | 3) BIS | 4) NOVOD |
| 5) FCI | 6) DMI | 7) APMC | 8) COSAMB |

Q.12 A) State True or False.

- 1) FCI is the unrivalled food agency, serves the interest of both farmers and consumers.
- 2) The National Agricultural Co-operative Federation was established in October 1958.
- 3) The FCI has built link between Indian producers and the global market.
- 4) The State Trading Corporation has been constituted as limited liability company under the Indian Companies Act, 1956.

B) Fill in the blanks.

- 1) The _____ has been established to strengthen the production and marketing of milk and milk products.
- 2) The Jute Corporation of India was set up by the Government of India in the year ____.
- 3) The _____ an apex body of the State Marketing Board was established in February 1988.
- 4) The _____ is an apex organization of marketing co-operatives in the country.