MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, [illegible]
SEMESTER END EXAMINATION

B.B.A. (Agri.)

Semester	: **III (New)**	**Term**	: **I**	**Academic Year**	: 2016-17
Course No.	: MKT 233				
Credits	: 3(2+1)	**Title**	: **Input Marketing Management**		
Day & Date	: Tuesday, 15.11.2016	**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 Write scope and importance of agricultural input marketing management.

Q.2 Explain defects in fertilizer marketing. Give suggestions for better fertilizer marketing.

Q.3 Define advertisement. State its advantages and disadvantages.

Q.4 Explain the seed production system in India.

Q.5 Describe the stages of new product development.

Q.6 Write in detail about packaging and branding.

Q.7 Define sales force management. Describe the problems in sales force management.

Q.8 Write in detail about personal selling and sales promotion.

Q.9 Explain plant protection chemicals. What are the problems faced by farmers procuring plant protection chemicals?

Q.10 Write short notes (Any Two).

1) Farm machinery.
2) Functions of National Seed Corporation.
3) Fertilizer subsidy.

SECTION "B"

Q.11 Define the following terms.

1) Input marketing
2) Packaging
3) Personal selling
4) Promotion
5) Farm Input
6) Marketing
7) Advertisement
8) Publicity

Q.12 Give full forms of the following.

1) APEDA
2) MNC
3) ICAR
4) IIHR
5) RCF
6) IIFCO
7) SSCA
8) NSC

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