MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.B.A. (Agri.)

Semester	: **III (New)**	**Term**	: **I**	**Academic Year**	: **2017-18**
Course No.	: MKT 233	**Title**	: **Input Marketing Management**		
Credits	: 3(2+1)				
Day & Date	: Monday, 20.11.2017	**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 down scope and importance of agricultural input marketing management.

Q.2 Explain the structure of seed industry in India.

Q.3 Define sales force management and explain in detail about problems in sales force management.

Q.4 What are the major sources of seeds? Write a note on main provision of Indian Seeds Act.

Q.5 What is market promotion? Explain the different techniques of market promotion.

Q.6 Explain the stages of new product development.

Q.7 Describe in detail about branding and packaging of agro-inputs.

Q.8 Write short notes (Any Two).

a) National Seed Corporation

b) Farm Machinery / Equipment

c) National Seeds Project

Q.9 Write in brief about chemical fertilizers and write the defects in fertilizer marketing in India.

Q.10 What are plant protection chemicals? Explain the problems faced by farmers in procuring it.

SECTION "B"

Q.11 a) State True or False.

1) 'Mahabeej' name is related with fertilizer industry.

2) Most of the Agricultural products are perishable in nature.

3) 'NSP' means National Seeds Corporation.

4) Murate of Potash mainly contains K.

(P.T.O.)

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b) Fill in the blanks.

1) Packaging is important for _____of breakages of goods.

2) _____ seeds is the primary stage of seed production.

3) Use of fertilizers increase_____.

4) 'RCF' means Rashtriya _____ Fertilizers.

Q.12 Give full forms of the following.

1) CSC
2) CSCB
3) CSO
4) ICAR
5) MNC
6) NFL
7) RBI
8) W.T.O.

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