

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END THEORY EXAMINATION  
B.Sc.(Hons.) A.B.M.

Semester	: III (New)	Term	: First	Academic Year	: 2022-23
Course No.	: MKT 233	Title	: Agri-Input Marketing Management		
Credits	: 2(1+1)	Time	: 09:00-11:00 hrs.	Total Marks	: 40
Day & Date	: Friday, 10.02.2023				

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 Define credit. Explain the sources of agricultural credit.
- Q.2 Explain in detail classification of markets.
- Q.3 Comment on the marketing channels for plant protection chemicals.
- Q.4 Write down about agencies involved in fertilizer marketing.
- Q.5 Define labour market with its types.
- Q.6 Write down the problems and suggestions in seed marketing.
- Q.7 Write down the importance of agricultural input marketing management.
- Q.8 State the legal aspects of fertilizer marketing.
- Q.9 Explain export-import of seed.
- Q.10 Write short notes on (Any Two):
- 1) National Seed Corporation (NSC)
  - 2) State Seed Corporation (SSC)
  - 3) Subsidy on fertilizer

SECTION 'B'

- Q.11 Define the following terms:
- 1) Agricultural Inputs
  - 2) Export
  - 3) Agricultural Marketing
  - 4) Marketing Channel
- Q.12 State True or False:
- 1) Essential Commodity Act was passed in the year 1970.
  - 2) Aluminium phosphide is a fumigant.
  - 3) National Seed Project was launched in the year 1976.
  - 4) Lihocin is a weedicide.

