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

Semester	: III (New)	Term	: First	Academic Year	: 2023-24
Course No.	: MKT 233	Title	: Agri-Input Marketing Management		
Credits	: 2 (1+1)				
Day & Date	: Thursday, 14.12.2023	Time	: 9:00 to 11:00 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 Enlist the classification of markets. Explain markets on the basis of location.

Q.2 Explain in detail the types/classes of seed.

Q.3 Define Credit. Explain classification of credit on the basis of purpose.

Q.4 Write in brief about National Seed Project (NSP).

Q.5 Define Input marketing. Explain types of plant protection chemical.

Q.6 Explain the types of wage differential.

Q.7 Write down the different problems in fertilizer marketing.

Q.8 Enlist farm machinery and implements. Explain any two of them.

Q.9 Explain the role of cooperative sector in agri-input marketing.

Q.10 Write short notes on (Any Two):

a) Types of labour

b) Pricing of electricity

c) Marketing channel for plant protection chemicals

SECTION 'B'

Q.11 Fill in the blanks:

1) Loans advanced against some security by the borrower, are termed as _____.

2) The Essential Commodities Act was enacted in the year _____.

3) _____ is a permanent market.

4) In 1961, _____ Tractors Ltd. and Tractors and Farm Equipment (TAFE) Ltd. started manufacturing tractors with foreign collaboration.

Q.12 Spell-out the following abbreviations:

1) IFFCO 2) REC 3) SFCI 4) NSC

✧ ✧ ✧ ✧ ✧ ✧ ✧ ✧ ✧ ✧

agromind.in

Telegram - AgroMind