

**NOTE: 1) Answer any FOUR questions from Q.No.1 to Q.No.7  
2) Question no 8 (case study) is compulsory.**

- 1) a. What do you mean by the term agriculture marketing? 3 Marks  
b. Explain the scope and objectives of agriculture marketing? 7 Marks  
c. Explain the concepts of Thomson – rural market index and their parameters in detail? 10 Marks

- 2) a. Write a note on bio-fertilizer? 3 Marks  
b. Explain in detail the major problems of rural marketing in India? 7 Marks  
C Rural electrification and rural communication go a long way in bridging the urban, rural divide. Discuss? 10 Marks

- 3) a. Explain the term AGMARK? 3 Marks  
B.Explain the significance and functions of KVIC? 7 Marks  
c. What do you mean by co-operative marketing? Evaluate the effectiveness of co-operative

Marketing in India? 10 Marks

- 4) a. What is market efficiency? 3 Marks  
b. Explain in detail the marketing system of fertilizers in India? 7 Marks  
c. discuss the salient features of EXIM policy? 10 Marks

- 5) a What do you mean by term ‘grading’ and standardization? 3 Marks  
B.What is APEDA on agricultural products? 7 Marks  
c. Explain the role and functions of FCI? 10 Marks

- 6) a. What is social marketing? 3 Marks  
b. Discuss the rural communication challenges? 7 Marks  
c. Discuss in detail various rural distribution strategies adapted by major Indian FMCG Companies? 10 Marks

- 7) a. What is “contract farming”? 3 Marks  
b. Explain the concept of research and its steps used in agricultural marketing? 7 Marks  
c. Discuss the role of functional institutions in rural marketing? 10 Marks

8 Case Study 20 Marks