

D Y Patil Agriculture & Technical University, Talsande

Year : 2024-25 Program: MBA-ABM	School of Agribusiness Management	Department of Agribusiness Management
Course Code: MABM001402	Course Title: Agri Input Marketing Management	Semester-IV
Day and Date: Thursday 5/6/2025	End Semester Examination (ESE)	Time: 10.00 am to 12.00pm Max Marks: 50

- Instructions:**
- 1) All questions are compulsory
 - 2) Assume suitable data wherever necessary
 - 3) Figures to the right indicate full marks

Q.1	Solve Any 2	Marks	Bloom's Level	CO
	A What is Bio-pesticide? Explain the advantages of Bio-pesticide.	5	II	4
	B Illustrate the role of IFFCO.	5	II	3
	C What is the Need for Farm Mechanization in India?	5	I	5
	Solve Any 2			
Q.2	A Discuss in detail about scheme for farm mechanization in India.	10	VI	4
	B Classify types of fertilizers. Explain marketing channels used for fertilizer.	10	V	3
	C Classify types of Agrochemicals? Elaborate the Key growth factors of Agrochemicals Industry.	10	VI	5
	Case study/Practical Application Based Question (Compulsory)			
Q.3	A List out 10 Major Players of Pesticides industry in India. Discuss the basis of market segmentation of Agrochemicals in India.	10	III	4
	B What are the major challenges faced by of the Indian Fertilizer Industry. Give Opinion about advantages and disadvantages of chemical Fertilizer.	10	V	3
