



D Y Patil Agriculture & Technical University, Talsande

Year -2023-24 Program: MBA-ABM	School of Agribusiness Management	Department of Management
Course Code: MABM001402	Course Title: : Agri Input Marketing Management	Semester – IV
Day : Date:	End Semester Examination (ESE)	Time Max Marks: 100

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

		Marks	Bloom's Level	CO
Q.1	Short Answer Type Questions (Attempt any 5)			
	a) Identify Challenges of the Farm Machinery Industry in India.	6	3	5
	b) Summarize the role of IFFCO in India.	6	2	3
	c) Illustrate the Processing of Seed.	6	2	2
	d) Which are the Basic components of IPM	6	1	4
	e) What are the functions of Mahbeej (MSCCL)	6	1	2
	f) Classify the Agriculture inputs.	6	2	1
Q.2	Long Answer Type Questions (Attempt any 5)			
	a) Explain importance of Agri-input marketing management.	10	5	1
	b) List out the types of seed? Analyze seed distribution system in India.	10	4	2
	c) What are the types of Chemical Fertilizer? Give Opinion about its advantages and disadvantages.	10	5	3
	d) Classify types of Crop Protection? Elaborates its distribution system.	10	6	4
	e) Explain distribution system of Fertilizer in India and list out Its Manufacturers.	10	5	3
	f) Discuss the benefits of Farm Mechanization. List out modern tools of Farm Mechanization.	10	6	5



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Q.3 Case Study / Application based question

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|--|----|---|---|
| a) List out Major Players of Seed industry in India, Discuss the Challenges in Seed marketing. | 10 | 6 | 2 |
| b) Best Agro-Life Ltd., a new agrochemical company facing the problem to reach to the target farmers and selling their products, so Recommend them a detailed 4P's strategy for effective marketing. | 10 | 5 | 5 |
