

D Y Patil Agriculture & Technical University, Talsande

Year : 2024-25 Program: MBA-ABM	School of Agribusiness Management	Department of Agribusiness Management
Course Code: R0MABM001207	Course Title: Agriculture Marketing Management	Semester-II
Day and Date: Wednesday 18/06/2025	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

		Marks	Bloom's Level	CO	
Q.1	Solve Any 2				
	A	What is the role of APMCs?	5	I	5
	B	Explain the benefits of FPO to the farmers.	5	II	6
	C	Illustrate the role of ICT in Agri. Marketing.	5	II	6
Q.2	Solve Any 2				
	A	Illustrate the role of Grading, Packaging, Transportation and Storage function in Agri. Marketing.	10	VI	3
	B	Define market integration? Discuss different types of Market Integration.	10	VI	4
	C	Explain the functions of DMI and FCI.	10	V	5
Q.3	Case study/Practical Application Based Question (Compulsory)				
	A	What is e-NAM? Elaborate the process flow of e-NAM.	10	VI	6
	B	Explain the key factors that influence the selection of marketing channels for agricultural produce. Also, draw and describe the major marketing channels commonly used for rice and cotton in India.	10	V	4
