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Register No. :

Name of the Candidate:

DIPLOMA EXAMINATION, 2010

(AGRI-BUSINESS MANAGEMENT)

(PAPER – I)

110. MARKETING MANAGEMENT OF AGRI-BUSINESS

December)

(Time: 3 Hours

Maximum: 100 Marks

I. Define any TEN of the following
(10×2=20)

1. Marketing.
2. Management.
3. Marketed surplus.
4. Price spread.
5. Market Intelligence.
6. Support price.
7. Marketing channel.
8. Marketing cost.
9. Procurement price.
10. Agmark.
11. Marketing margin.
12. Brand.

II. Write short notes on any SIX of the following

(6×5=30)

1. Packaging.

2. After sales service.
3. Marketing efficiency.
4. Market structure.
5. Risks in agricultural marketing.
6. Commission for Agricultural marketing.
7. Market Middlemen
8. Sales Promotion Methods

III. Write an essay on any FIVE of the following (5×10=50)

1. Explain the different approaches to the study of marketing.
2. Discuss Agricultural Price Policy of Government of India.
3. Discuss marketing of agricultural inputs in India.
4. Discuss about market research.
5. Explain about marketing of services.
6. Discuss about characteristics of Agricultural and Horticultural Commodities in relation to marketing.
7. Discuss about different kinds of salesman ship.

jkpHhf;fk;

I.

fPH;f;fz;ltw;Ws; VnjDk; gj;J tpdhf;fSf;F tiuaW. (10×2=20)

1. tpw;gid
2. nkyhz;ik.
3. tpw;gid bra;jJnghf cg hp.
4. tpiy glh;t[
5. re;jj epytuk;

6. Mjhu tpiy
7. tpw;gid tHpfs;
8. tpw;gidapy; bryt[
9. bfhs;Kjy;
10. mf;khf;f;
11. tpw;gidapy; ,yhgk;
12. th;j;jff; Fwp

II. fPH;f;fz;l VnjDk; MW tpdhf;fSf;F rpWFwpg;g[vGJf. (6×5=30)

1. rpg;gk; fl;Ljy;
2. tpw;gidf;Fg;gpd; nrit
3. tpw;gidj; jpwd;
4. tpw;gidf; fl;Lkhdk;
5. ntshz; tpw;gidapy; cs;s ,lh;ghLfs;
6. ntshz;ikapy; bryt[kw;Wk; tpiyfis eph;zapg;gjw;fhd fHfk;
7. tpw;gidapy; ,ilj;jufh;fs;
8. tpw;gidia nkk;gLj;Jk; Kiwfs;

III. fPH;f;fz;ltw;Ws; VnjDk; le;J tpdhf;fSf;F tphpthd tpsf;fk; jUf

(5×10=50)

1. tpw;gidapaiyg; gw;wpg; gog;gjw;fhf cs;s gytif mQF Kiwfs; Fwpj;J vGJf.
2. ,e;jpa murpd; ntshz; bghUl;fspd; tpiy eph;zak; gw;wpa bfhs;iffs; gw;wp vGJf.

3. ,e;jpahtpy; ntshz; ,LbghUI;fs; tpw;gid gw;wp tphpthf vGJf.
4. tpw;gidapay; Muha;r;rp gw;wp tphpthf vGJf.
5. nrifsf; tpw;gidgw;wp tphpthf vGJf.
6. tpw;gidf;F rk;ge;jg;gl;l ntshz; kw;Wk; njhl;lf;fiy bghUI;fspd; rpwg;gpay;g[fs; Fwpj;J tphpthf vGJf.
7. neh;Kf tpw;gidapy; cs;s gy;ntW tiffisg; gw;wp vGJf.
