

Date:

Registration number:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**B.A. ECONOMICS - IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

**(Examination conducted in July 2022)**

**ECA OE 4218: Agro Food Marketing**

**Time: 1.5 hours Max Marks: 35**

**This question paper contains 1 printed page and three parts**

**PART A**

**I Answer any FIVE of the following: 2X5=10**

1. Mention the various formats of the organized marketing system.
2. What is a Kirana store?
3. Expand the following terms: FSSAI and NDDB.
4. Mention any two features of cooperative marketing.
5. What are strategic licensing agreements?
6. What are super stores?

**PART B**

**II Answer any THREE of the following: 5X3=15**

1. Write a short note on the role of agriculture in economic development.
2. Briefly explain the different types of the unorganized marketing system.
3. Write a short note on the role of telecommunication in agriculture?
4. What are the problems of agricultural marketing in India?

**PART C**

**III Answer any ONE of the following: 10X1=10**

1. Explain with suitable examples the role of private investment in agricultural marketing.
2. Explain the role of cooperative marketing to improve the marketing infrastructure in India.

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