

DATE: 03-04-2019

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

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

**SEMESTER EXAMINATION: APRIL 2019**

**ECAOE 4218: Agro Food Marketing**

**Supplementary candidates only**

**Attach the question paper to the answer booklet**

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

**This paper contains 1 printed page and 3 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.

ECA –OE-4218-A-19

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**ECAOE 4218: AGRO FOOD MARKETING**

**SCHEME:**

1. Discounters, value for money stores, experience stores, home delivery stores, super stores , e marketing, franchising, cash and carry wholesale operations.
2. It is a convenience stores.
3. Food safety and standards authority of india, The national dairy development board.
4. Collective bargaining, advance loans, transport, etc.
5. It is a licensee’s product for distribution.
6. Very large retail store.

5 marks:

1. Features of agriculture and its role can be explained.
2. Kirana stores, hawkers, mobile retail vendors.
3. Help farmers communicate, research, tele education, satellite solutions, training and education.
4. Limited access to mkt info, low literacy rate, multiple channels of distribution, etc.

10 marks:

1. Create employment, bring expertise, financing, marketing networks.
2. Explanation of cooperative marketing, marketing infrastructure. And its role.