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Register Number:

DATE:

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

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

**SEMESTER EXAMINATION: APRIL 2017**

**ECA OE 4216: Agro Food Marketing**

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

**This paper contains 1 printed page and 3 parts**

**PART A**

**I Answer any 5 of the following: 3X5=15**

1. What is a marketing plan?
2. Mention the features of cash and carry wholesale operations.
3. What is a Kirana store?
4. Mention the features of Regulated markets.
5. Expand FSSAI, NDDB.
6. What are strategic licensing agreements?

**PART B**

**II Answer any 1 of the following: 5X1=5**

1. Explain the role of agriculture in economic development.
2. What are the steps taken to improve agricultural marketing in India?
3. Briefly explain the role of telecommunications in agriculture.

**PART C**

**III Answer any 1 of the following: 15X1=15**

1. Explain the role of cooperative marketing in helping to improve the marketing infrastructure in India.
2. Briefly explain the role of private investments in agricultural marketing in India.

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**ECA OE 4216: AGRO FOOD MARKETING**

**SCHEME**

**3 MARKS:**

1. Marketing plan is a written document containing the guidelines for the product’s marketing programmes and allocation over the planning period.
2. Goods are sold from wholesale warehouse, invoice is settled on the spot, arrange transport and pay in cash.
3. Small retail business that stocks a range of everyday items such as groceries, snacks, drinks, etc.
4. Ensure remunerative prices to producer, narrow down the price between farmer and consumer, reduce non functional margins of traders and commission agents.
5. Food safety and standards authority of India, The national dairy development board.
6. Process by which the developer of the intellectual property, technology or product embeds it in the licensee’s product for distribution.

**5 MARKS:**

1. Increase in income, employment, resources, industrialization, infrastructure development, international trade, transport and communication, etc.
2. Set up All India warehousing corporation, cooperative marketing and processing societies, rural transport, regulated markets, stabilization of food prices by govt.
3. Helping farmers communicate, research, internet, tele-education, farm radio networks, satellite solutions, finding markets, sources of finance, training and education.

**15 MARKS:**

1. The features have to be explained with suitable examples. Eg: Amul.
2. Farmers role in credit system, how govt should help in more private funding agencies,etc.