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(February)

COMMERCE

(Honours)

(Rural and Agricultural Marketing)

[BC-506]

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. "New laws of agricultural markets make it easier for retail chains to directly deal with farmers' interest." Critically examine this statement. 15

Or

Explain the various market reform measures taken to improve agricultural markets. 15

2. What are Professional Private Market Yards (PPMYs)? Explain how PPMYs are different from regulated markets. 7+8

Or

Highlight the pros and cons of the APMC Act (2003). 7½+7½

3. (a) Explain FMCG as the key growth driver in rural markets.
(b) Explain agri-kiosk as one-stop shop. 7½+7½

Or

- (a) Explain branding in contract farming as an agri-business strategy.
(b) Write a note on the usage of APPs indirect marketing. 10+5

4. (a) Explain how digital warehousing facilities create value addition in agricultural marketing services.
(b) Write a note on NABARD warehousing scheme. 10+5

Or

- (a) Explain the contribution of online sales using smart distribution channels as an opportunity for rural markets.

(3)

(b) Give your comments on converging eNAM network with private Mandis. 10+5

5. (a) Describe procurement outsourcing market as a transformational trend in agricultural marketing.

(b) Write a note on robotics in dairy marketing. 10+5

Or

(a) How do vertical farming startups contribute to marketing of processed food?

(b) Explain livestock management software. 10+5

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