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MAM-054

**POST GRADUATE DIPLOMA IN
AGRIBUSINESS (PGDAB)**

Term-End Examination

December, 2023

**MAM-054 : MARKETING MANAGEMENT FOR
AGRIBUSINESS**

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

1. Explain the meaning and importance of marketing research. 10
2. What is promotion in marketing ? Discuss different methods of promotion. 10
3. What do you understand by regulations of agricultural marketing ? Explain the objectives and features of regulated markets. 10
4. Enlist different organisations working for export promotion. Explain their role. 10

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5. Differentiate between market-led extension (MLE) and production-led extension. Explain the concept and importance of MLE. 10
6. Explain the meaning, characteristics and functions of branding in marketing. 10
7. What is meant by distribution channels ? Explain different levels of distribution channels. 10
8. Define agriculture supply chain. Explain the factors which make agriculture and food supply chain a complex process. 10