

No. of Printed Pages : 2

**MAM-054**

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

**Term-End Examination**

**June, 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. Discuss the important characteristics of marketing. 10
2. Explain the meaning and process of marketing segmentation, targeting and positioning. 10
3. What do you understand by Agricultural Marketing ? Explain the role of agricultural marketing in economic development. 10

**P. T. O.**

[ 2 ]

4. Explain the meaning and importance of buffer stock of foodgrains. Discuss the methods of public procurement of foodgrains. 10
5. What is market integration ? Discuss different types of marketing integration. 10
6. What do you understand by the composition of a product ? Explain different layers of a product which enhances customer value. 10
7. Explain the various market based methods for setting up prices. 10
8. Explain the concept of direct marketing as a promotional tool. Discuss the unique features of direct marketing. 10