

No. of Printed Pages : 2

MAM-054

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

Term-End Examination

June, 2024

**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 concept of marketing management.
Discuss the importance of marketing to society
and consumers. 10
2. Discuss the concept and importance of
marketing research. 10
3. What is Marketing Mix ? Explain the steps in
pricing process. 10

P. T. O.

[2]

4. Explain the meaning of marketable surplus. Describe the factors affecting marketable surplus. 10
5. Describe the necessity for marketing regulations in India. How does it affect marketing functionaries ? 10
6. What do you mean by Public Distribution System (PDS) ? Explain the methods of procurement of foodgrains under PDS. 10
7. Explain e-NAM concept and its challenges. 10
8. What are the steps in the process of developing a new product ? 10