

Your Roll No.....

**DEPARTMENT OF MANAGEMENT**  
**SCHOOL OF MANAGEMENT AND BUSINESS STUDIES**  
**JAMIA HAMDARD**  
**M.B.A. Semester III EXAMINATION, 2018 (ODD SEMESTER)**  
**Paper-MBA -GE-MM-07**  
**AGRICULTURAL MARKETING**

**Time: Three hours**

**Maximum Marks: 75**

(Write your roll no at the top immediately on receipt of this question paper.)

All questions are compulsory and carry equal marks i.e. **15 marks each**.

**Attempt any 5 questions.**

1. Define Agricultural Marketing. Explain its role and functions.
2. Food and Agri businesses in India face challenges from various sectors. Discuss any two major challenges.
3. Discuss the types of Agricultural markets? What are the important areas where such markets can influence and support the farmers?.
4. Diversifying in the Agribusiness Sector is the safest method for sustaining oneself. Discuss with reference to growing food retailers in India.
5. Almost everyone in Delhi is a victim of poor air quality and adulterated food. The food & Agri business sector is witnessing the influx of startups in big cities like Delhi. Adjoining States near Delhi like Haryana, Uttar Pradesh have good number of dairies. Most of the private startups are entering into the Milk Market giving competition to national players. Examine and discuss the challenges & sustainability issues vis a vis national players like Amul and Mother Dairy in the sector.
6. Online food aggregators like Food Panda, Swiggy and Zomato etc have delisted over 10000 restaurants on FSSAI directive. In the light of the above news published in the month of October 2018, highlight the key issues and challenges before such businesses.
7. Value Chain analysis is an integral part of any business. Discuss in the light of bakery business.
8. Short Note:-