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MAM-054

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

Term-End Examination

December, 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.

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1. Describe how marketing contributes in creating utility. 10
 2. Explain the functions and types of distribution channels. 10
 3. What role does marketing in agriculture play in economic growth ? 10
 4. How does the macro-environment affect the agricultural marketing system ? Explain. 10

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5. What is marketing efficiency ? Discuss the measures to assess the marketing efficiency. 10
6. Discuss the purposes and current status of AGMARKNET. 10
7. Describe the procedure and necessary documentation for overseas trade in brief. 10
8. Explain the stages of product life cycle for any agri-input product. 10

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