

No. of Printed Pages : 2

**MAM-054**

**POST GRADUATE DIPLOMA IN  
AGRIBUSINESS (PGDAB)  
Term-End Examination  
June, 2025**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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

(ii) All questions carry equal marks.

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1. Discuss the concepts and philosophies of marketing.
2. Define marketing research. Why do business organizations conduct market research ?
3. What is marketing channel ? Discuss the types of marketing channels.

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4. Discuss the activities and objectives of different stakeholders of agricultural marketing system.
5. What are the various government interventions in agricultural marketing ?
6. Discuss the concept of products and levels of composition.
7. How do you define geographical pricing ? Explain the important geographical pricing policies.
8. Discuss the various promotional tools along with their unique features.

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