

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

**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 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.

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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