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MAM-054

**POST GRADUATE DIPLOMA IN
AGRI-BUSINESS (PGDAB)**

Term-End Examination

June, 2026

**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. Explain marketing philosophies and concepts practiced by the firms to earn sustained profit. 10
 2. Discuss the process of marketing research. 10
 3. “Branding Creates Shareholder value”. Discuss the statement. 10

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4. State the meaning and scope of agricultural marketing. Address the scope of agricultural marketing in terms of farmer's Interest. 10
5. "E-marketing speeds up the consumer's buying cycle." Explain the statement in the context of agricultural marketing. 10
6. What is the importance of understanding the marketing environment for managers ? Explain how the macro environment affects its ability to serve customers ? 10
7. How can we assess marketing efficiency ? Explain different approaches. 10
8. "Government intervention in agricultural commodity pricing protects farmer's interest." Clarify the statement. 10

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