

Roll No.

Total No. of Pages : 01

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B.Sc. Hons. (Agriculture) (Sem.-4)
AGRICULTURAL MARKETING TRADE & PRICES
Subject Code : BSAG-408-19
M.Code : 79747

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. How has the concept of international trade contributed to the globalization of markets and production?
2. *'All organizations need marketing'*. Do you agree with this statement? If so, give reasons in support of your answer along with three relevant examples from agriculture business sector.
3. *"A democratic political system is an essential condition for sustained economic progress"*. Discuss.
4. *'Commodities like fruits and vegetables have no competition'*, commented a CEO. Do you agree? Give your reasons accordingly.
5. Discuss the factors that have led to the importance of marketing research in the field of agriculture in India.
6. Estimate the market for an environment friendly refrigerator and solar cooker. In doing so, identify critical factors that you think are important to understand the market.
7. Given what is now occurring in the Indian economy, do you think the country represents an attractive target for inward investment by foreign multinationals selling consumer products? Why?
8. What are the implications for international business of differences in the dominant religion or ethical system of a country?

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