

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER – 3 • EXAMINATION – WINTER 2015

Subject Code: 2830703

Date: 07/12/2015

Subject Name: Agri and Food Processing Industry (AFPI)

Time: 10.30 am – 1.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Select the Most Appropriate Answer. Each question carries one mark. **6**

1. _____ as all the activities concerned with agriculture including farming , management , financing , processing , marketing , growing of seeds and nursery stock , manufacture of fertilizers , chemicals , implements , processing machinery , transportation equipment and the process of transportation itself

- A. Agriculture Marketing B. Agribusiness
C. Agriculture InputD. Rural Marketing
Management

Which one of the following does not come under the purview of Agricultural Input supply Sector ?

2. A. Maintenance B. Input Manufacturing Sector
C. Service Sector D. Input Distribution Sector

_____ warehouses are specially constructed at a seaport or an airport and accept imported goods for storage till the payment of customs by the importer of goods.

3. A. General warehouses B. Private warehouses
C. Bonded warehouses D. Public warehouses

_____ markets are located in big cities , capitals of state or sea ports. These markets are under government control and are well organized with processing and storage facilities

4. A. Village Markets B. Terminal Markets

- C. Secular Markets D. Wholesale Markets

Which one of the following is not an area covered under WTO for supporting agriculture?

5. A. Market Access B. Domestic Support
C. Market Development D. Export Subsidies

“Echoupal” is an initiative of _____ to link directly with rural farmers for the procurement of agricultural / aquaculture produce.

6. A. ITC B. NABARD
C. SAHARA D. Reliance

Q.1 (b) Define the following terms. Each question carries 1 mark 04

1. Kisan Call Centres
2. Kisan Credit Cards
3. Agriculture Water Strategy(AWS)
4. NABARD

Q.1 (c) Briefly explain the classification of warehouses 04

Q.2 (a) Explain the Role of Agriculture in the Indian Economy ? 07

(b) Explain the role of WTO agreement on the Indian Agriculture Policy 07

OR

(b) “Agribusiness is different than other form of business” - Elaborate 07

Q.3 (a) What are agricultural inputs? Explain major Inputs used in Indian Agriculture 07

(b) How agricultural markets are classified – Explain 07

OR

Q.3 (a) Explain the functions performed by NABARD for improvement in Indian Agriculture? 07

(b) "Use of Market Intelligence and ICT(Information and communication Technology) in Agri-business in India , can give an additional edge to Agribusiness" – Comment 07

- Q.4** **(a)** What is contract farming? Explain its advantages and Disadvantages **07**
- (b)** What is an Agricultural Credit? Explain the Classification of Agriculture Credit? **07**

OR

- Q.4** **(a)** What is KCC(Kisan Credit Card) ? Explain its Salient features ? **07**
- (b)** What is the role of Co-operative credit Institutions in the agriculture development of India? **07**

- Q.5** Case Study **14**

Kishan has been appointed as an Area Manager of a District, near to his home town by an Agribusiness firm. He is very happy to join because his native village is very near to that district. During his job he contacted some of his friends who were in the village and were involved in farming. Ramanuj , kishan's childhood friend came to kishan's office one day for taking his guidance in the setting up an Agribusiness unit in the village.

Assume you are Kishan and suggest your friend Ramanuj the right steps or course of action for setting up an Agribusiness enterprise in the village.

OR

Case Study

Assume that you have been appointed as Marketing Manager of Maharashtra State Co-operative Marketing Federation. What marketing strategies you will follow to market the produce stored by Co-operative marketing federation.
