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MAM-054

**POST GRADUATE DIPLOMA IN
AGRIBUSINESS
(PGDAB)**

**Term-End Examination
December, 2025**

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

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any *five* questions. All questions carry equal marks.

1. What is marketing ? Give the characteristics of marketing.
2. Discuss the tools of data collection for marketing research.
3. Discuss the concept of agricultural marketing and the factors that led to the development of agricultural marketing.

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4. Explain the policies and legislative measures adopted for development of agricultural produce market.
5. Discuss about various export promotion institutions and their functions.
6. Explain the stage that companies follow for developing new products.
7. What do you understand by distribution channels ? Discuss the factors affecting the choice of distribution channel by farmers.
8. Describe the concept and features of agricultural products logistics.

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