****

Register Number:

DATE:8-04-2017

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALURU-27**

**B.A. ECONOMICS- IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

**ECA OE 4216: Agro Food Marketing**

**Time: 1.5 hours Max Marks: 35**

**This paper contains 1 printed page and 3 parts**

**PART A**

**I Answer any 5 of the following: 3X5=15**

1. Mention the types of agricultural markets in India.
2. What are super stores? Give 2 examples.
3. Define unorganized marketing systems.
4. Expand NAFED, NCDC.
5. Mention any 3 features of cooperative marketing.
6. What are the categories of market yards in India?

**PART B**

**II Answer any 1 of the following: 5X1=5**

1. What are the problems of agricultural marketing in India?
2. Briefly explain the different types of unorganized marketing systems.
3. Write a short note on the Agricultural marketing information system in India.

**PART C**

**III Answer any 1 of the following: 15X1=15**

1. Explain the present scenario in the food retail marketing sector in India.
2. State and explain the various formats of organized marketing systems with suitable examples.

ECA-OE-4216-A-17

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*