

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. General, TP, Computers, Logistics, BBA and BCA	II	Agriculture Marketing	R20SDC201B	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
30	50	0	2	0	50	2

### SYLLABUS

#### Learning Outcomes:

- Know the kinds of agricultural products and their movement
- Understand the types, structure and functioning of agricultural marketing system
- Comprehend related skills and apply them in sample situations
- Extend this knowledge and skills to their production/consumption environment

#### Unit- I:

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

#### Unit- II:

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets– Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt. market policies and regulations- Contract farming - Govt Apps for marketing of agri products.

#### Unit- III:

Planning production – assembling – grading - transportation– storage facilities.Price fixation. Dissemination of market information –and role of ICT.Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India

#### REFERENCE BOOKS

- I.S.S.Acharya&N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
- K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
- S.S.Chinna Agricultural Marketing in India - KALYANI publishers
- Publications of National Institute of Agricultural Marketing, Odisha

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### MODEL PAPER

Answer any **FOUR** from the following

4X5=20M

1. Define Agricultural Marketing
2. Functioning of Market yards
3. RythuBharosaKendras
4. Assembling and Grading
5. Selection of Target market
6. Goods and Services
7. Money Lenders
8. Government Apps for agricultural marketing

Answer any **THREE** from the following

3X10=30M

1. Explain various types of agricultural markets.
2. Explain various agricultural products.
3. Write the government policies and regulations in regard to agricultural market.
4. Write about product elements.

What are the government programmes in support to agricultural market in India.?