



Dr. SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE (Autonomous)

Accredited by NAAC (Cycle-IV) with 'A+' Grade,
(Recognized by UGC & Approved by AICTE, New Delhi and Affiliated to Bharathiar University, Coimbatore)
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Subject: OPEN/INTER-DISCIPLINARY ELECTIVE: BASICS OF AGRICULTURAL BUSINESS MANAGEMENT

Code: 21UMM601

QUESTION AND ANSWER

UNIT: 3

1. Define agricultural production and its key characteristics - HCL | NET Exam 2022
2. List determinants of agricultural production - Infosys | CA Exam 2021
3. Label the types of marketable surplus in India - Reliance | CMA Exam 2022
4. Identify rural marketing channels in India - Wipro | CS Exam 2021
5. Explain the significance of marketing agricultural products - TCS | TNPSC Group Exams 2022
6. Summarize the role of government in marketing agricultural products - Infosys | NET Exam 2021
7. Apply marketing concepts to a rural product distribution scenario - HCL | CA Exam 2022
8. Illustrate distribution channels using a flowchart - Reliance | CMA Exam 2021
9. Analyse problems in processing and marketing agricultural products - Wipro | CS Exam 2022
10. Compare government marketing programs with private marketing systems - TCS | TNPSC Group Exams 2021
11. Evaluate the effectiveness of DPCs in agricultural marketing - Infosys | NET Exam 2022
12. Estimate rural market potential for a specific agricultural product - HCL | CA Exam 2021
13. Develop a rural marketing plan for a new agricultural product - Reliance | CMA Exam 2022
14. Organise factors affecting processing of agricultural products into a table - Wipro | CS Exam 2021
15. Recall the determinants of agricultural production - TCS | NET Exam 2022
16. Identify the concept and significance of marketable surplus in Indian agriculture - Infosys | CA Exam 2021
17. Apply marketing strategies to distribute a crop in rural areas - Reliance | CMA Exam 2022
18. Construct a diagram showing the flow of agricultural products from farm to market - Wipro | CS Exam 2021
19. Analyse factors affecting rural marketing of agricultural products - HCL | TNPSC Group Exams 2022
20. Compare private marketing channels with government-led marketing programs - Infosys | NET Exam 2021
21. Evaluate the role of government marketing in stabilizing agricultural prices - TCS | CA Exam 2022
22. Estimate the potential of rural markets for a specific agricultural product - Reliance | CMA Exam 2021
23. Develop a rural marketing plan for a newly introduced crop - Wipro | CS Exam 2022
24. Organise marketing channels for agricultural products in a structured framework - HCL | TNPSC Group Exams 2021
25. Illustrate the distribution network of a government procurement system - Infosys | NET Exam 2022
26. Prepare a chart showing seasonal market trends for agricultural produce - TCS | CA Exam 2021
27. Justify the importance of location factors in processing agricultural products - Reliance | CMA Exam 2022
28. Generate recommendations to improve rural agricultural marketing efficiency - Wipro | CS Exam 2021

29. Determinants of Agricultural Production Green Field Agro Farms noticed inconsistent output due to water scarcity, soil quality variations, and delayed input supply. Farmers depended heavily on monsoon, making production unpredictable. The management introduced micro-irrigation but adoption remained slow. Costs rose as fertilizer prices fluctuated. Green Field must identify major determinants influencing production efficiency. Questions: 1. Analyze the key determinants affecting agricultural production at Green Field Agro Farms. 2. Evaluate how technology adoption can stabilize production levels - Agri-Production Industry – Green Field | CA Foundation 2024
30. Marketable Surplus & Consumption Patterns At Harvest Nation Co-op, rising household consumption reduced the marketable surplus available for sale. Farmers used more produce for self-consumption due to inflation and higher family needs. As a result, the cooperative struggled to meet supply commitments to traders. Harvest Nation must assess how consumption patterns influence surplus. The challenge is balancing farmer needs with market requirements. Questions: 1. Evaluate how consumption changes impact marketable surplus in agriculture. 2. What measures can Harvest Nation take to increase dependable market supply? - Farmer Cooperative Sector – Harvest Nation | TNPSC Group I 2023
31. Rural Marketing: Nature & Scope Agro Vista Retail launched a farm-input retail chain targeting rural regions. They discovered that rural consumers rely on word-of-mouth, seasonal income cycles, and trust-based relationships. Despite demand, distribution delays reduced customer satisfaction. Agro Vista must understand rural market behaviour to expand effectively. The company plans to redesign pricing and promotional strategies. Questions: 1. Analyze how the nature of rural markets shapes Agro Vista's marketing strategy. 2. Evaluate how the company can strengthen its rural market scope and reach - Agri-Retail Industry – Agro Vista | CMA Foundation 2023
32. Distribution Channels in Rural Markets Rural Mart Distributors used multiple intermediaries to supply seeds and fertilizers to remote villages. However, long distribution chains increased prices and reduced product freshness. Farmers complained that the products were reaching late during sowing periods. Rural Mart is considering direct-to-village distribution to reduce delays. Efficiency in rural channels is now a priority. Questions: 1. Analyze the limitations of the existing multi-tier distribution system. 2. Create a suitable distribution channel model for direct-to-village delivery - Rural Distribution Industry – Rural Mart | CS Executive 2024
33. Government Marketing & Role of DPCs The government-supported Direct Procurement Centres (DPCs in Tamil Nadu helped farmers sell paddy at guaranteed prices. However, delays in weighing, poor digital record-keeping, and long queues discouraged many farmers. Middlemen began re-entering the system, reducing transparency. The Agriculture Department must improve DPC functioning to support farmers effectively. Ensuring timely procurement becomes crucial. Questions: 1. Evaluate the role of DPCs in ensuring fair marketing of agricultural produce. 2. What improvements can strengthen transparency and speed in procurement operations? - Government Procurement Sector – DPCs | TNPSC Group II 2024
34. Processing Agricultural Products & Location Factors FreshCrop Processing Ltd. built a fruit processing unit far from major farms due to cheaper land. Transportation delays increased raw material spoilage, reducing processing efficiency. Additional costs arose from lack of cold storage facilities on-site. The company faces challenges in maintaining steady input supply. FreshCrop must reconsider location and infrastructure factors affecting operations. Questions: 1. Analyze how location factors affect FreshCrop's processing performance. 2. Evaluate solutions to reduce spoilage and improve processing efficiency - Food Processing Industry – FreshCrop | NET 2023
35. Problems in Marketing Agricultural Products FarmFresh Producers Ltd. struggled to market vegetables due to poor transport, fluctuating prices, and lack of grading facilities. Buyers demanded consistent quality, but farmers lacked sorting and packing equipment. Weather disruptions affected delivery schedules, reducing retailer confidence. The company must address logistical and quality issues. Improving market competitiveness is essential. Questions: 1. Evaluate the major challenges FarmFresh faces in marketing agricultural products. 2. Create strategies to improve quality consistency and supply reliability - Agri-Logistics & Marketing Industry – FarmFresh | CA Inter 2024