



Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

Final examination , I semester 2014-15 (July 2015)

AEM 201: Market Led Extension (4 Credits)

Maximum Marks- 70

Duration- 2 ½ hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. Explain paradigm shift from Production-led Extension to Market- led Extension to strengthen the Research – Extension – Farmer – Market linkages for profitability to the farming community.
2. What are the challenges in agricultural marketing system in India? Discuss briefly the changing roles of Agricultural Extension Officers in the light of Market – led Extension.
3. Explain the importance of Market Intelligence in decision making process of the farming community with suitable examples.
4. Write brief note on **any two** of the following(all the questions carry equal marks):
 - i. Forecasting methods (7 marks)
 - ii. Types of warehousing (7 marks)
 - iii. Customer relationship management (7 marks)
 - iv. AGMARKNET (7 marks)
5. Explain the concept of Contract Farming . Discuss briefly the prerequisites for promoting Contract Farming with suitable examples.
6. List the different types of crop insurances. Discuss briefly various crop insurance products available for the farming community.
7. Discuss the importance of Agro - processing industry in India. Explain the challenges and opportunities for promoting agro processing of any commodity in your State.
8. Write short notes on **any two** of the following :
 - i. Trade Related Intellectual Property Rights (TRIPS) (7 marks)
 - ii. Forward Contracts (7 marks)
 - iii. Commodity Financing (7 marks)
 - iv. Genetically Modified Organisms (GMO) (7 marks)



January, 2015

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

**2nd Semester 2013-14 Term End Examinations &
Supplementary Examinations of 2007-08 to 2012-13**

AEM: 201: Market Led Extension (4 credits)

Max. Marks-70

Duration - 2 ½ hrs.

ANSWER ANY 5 QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. Explain briefly what do you understand by Market Led Extension and list out challenges and discuss any three challenges?
2. Discuss the status of agricultural Market Intelligence system in India? What are the different steps to be followed in Market Intelligence?
3. Explain the meaning of Contract Farming and discuss its pros and cons with suitable examples ?
4. Write brief notes on **any four** of the following?
 - a. Farmers Market (Shandy)
 - b. Value Addition
 - c. Commodity Interest Groups
 - d. Demand Forecasting
 - e. National Agricultural Policy
 - f. Crop insurance
5. Write short notes on **any two** of the following:
 - i) Measures to minimise post harvest losses
 - ii) Market Committee Fund
 - iii) Implications of WTO in Agriculture
 - iv) Limitations of Forward Contracts
6. Discuss the Strengths, Weaknesses and Opportunities of the Agro-processing industry in India with reference to any one important commodity of your state.
7. Explain the concept of Supply Chain Management and describe the supply chain management system in respect of an agricultural commodity proposed /prevailing in your region..
8. What are the different Organic Farming based products promoted in your State. Discuss briefly challenges and considerations in setting up of Organic Bazaars.



December-2014

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

**2nd Semester 2013-14 Term End Examinations &
Supplementary Examinations of 2007-08 to 2012-13**

Course: 201: Market Led Extension (4 credits)

Max. Marks-70

Duration - 2 ½ hrs.

ANSWER ANY 5 QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. What do you understand by **Market Led Extension**? Based on your experiences explain the changing roles of Agricultural Extension personnel in the light of promoting Market Led Extension.
2. As an Extension Officer of your Block, how will you make use of **Market Intelligence** in advising the farmers in selection of an enterprise/commodity/farming system for profitable farming? Explain with a suitable examples.
3. Explain the concept of **Contract Farming**? Based on your field experiences discuss a contract farming model which is mutually profitable i.e. Firm and Farmer.
4. Write short notes on any **two** of the following:
 - v) Measures to minimise post harvest losses
 - vi) Market Committee Fund
 - vii) Damage - Based Insurance Products
 - viii) Limitations of Forward Contracts
5. Value Addition of Agricultural products is very important for increasing the profitability of the farmers. Explain different steps to be followed in promoting Value Addition in Agriculture.
6. Discuss briefly **World Trade Agreement on Agriculture** and explain its implications on Agriculture with suitable examples.
7. List out different Forecasting methods in Supply Chain Management. Explain basic steps involved in Demand forecasting with the help of an illustration.
8. What are the different Organic Farming based products promoted in your State. Discuss briefly challenges and considerations in setting up of Organic Bazaars.



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
EXAMINATION – July, 2014**

AEM 201: Market Lead Extension (4 CREDITS)

MAX MARKS-70

DURATION- 2 ½ hrs.

Answer any five of the following All questions carry equal marks

- 1) The public Extension is still practicing production linked Extension which is no more relevant so what do you understand by market led Extension and explain briefly the major challenges in Agricultural market system ?
- 2) Write brief notes on four of the following:
 - a) Market led Extension – changed roles of Agri extension personnel.
 - b) Paradigm shifts from production led to Market led extension.
 - c) Domestic and Export market Intelligence cell (DEMIC).
 - d) SWOT analysis of Agro -Processing.
 - e) Importance of value addition to Agricultural produce.
 - f) Criteria for good warehousing.
 - g) Challenges in marketing organic products.
- 3) The farmers are in the hyper competitive market environment. How the market intelligence would help the producers to understand the market dynamics explaining the steps involved in market Intelligence.
- 4) The Farmer is dependent on local buyer /trader who influences the prices to the disadvantage of the farmer. Explain briefly how the retail chains help the farmers and consumers to realize the best price advantage citing examples in retail industry?
- 5) What do you understand by contract farming? Explain the elements in contract farming and substantiate whether or not contract farming viable in your work place?
- 6) Explain the process of supply chain management with the help of four process cycles and two case studies?
- 7) What do you understand by commodity futures market and explain the benefits of futures market to farmers?
- 8) Explain the importance of crop insurance under Indian conditions and write in detail the crop insurance products implemented in your area of operation?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
SECOND SEMESTER EXAMINATION - 2012– 13 BATCH
JANUARY 2014**

Course 201: MARKET LED EXTENSION (4 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any FIVE of the following questions. All questions carry equal marks.

1. Explain briefly what do you understand by Market Led Agricultural extension and list out challenges and discuss any of three challenges?
2. What do you meant by Organic Product and how to develop market especially for the sale of fruits and vegetables organic products?
3. Explain how do you understand the term W.T.O. and mention its implications on agriculture and also briefly explain any **two** implications of W.T.O. on Agriculture?
4. Write brief notes on any **four** of the following?
 1. Farmers Market (Shandy)
 2. Value Addition
 3. Commodity Marketing
 4. Forecasting
 5. State Agriculture Marketing Board
 6. Crop Insurance
5. What is market intelligence and DEMIC and list out the steps in market intelligence?
6. What is contract farming and explain keeping your area conditions. How to promote contract farming?
7. Write difference between (Any Two)
 - a. State Agriculture Policy and National Agricultural Policy
 - b. Farmer's Market and Commercial Market
 - c. Production-Led Extension and Market-led Extension
8. What is future market and narrate how it is useful to stakeholders?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
SPECIAL SUPPLEMENTARY EXAMINATION – DECEMBER 2013**

Course 201: Market Led Extension (4 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any FIVE of the following questions. All questions carry equal marks.

- 1) How to reduce the role of middle Men in Agricultural Marketing – Discuss.
- 2) Indicate the enhanced role of Extension personnel in light of Market Led Extension and discuss about the paradigm shift from conventional extension to Market Led Extension ?
- 3) Write short notes on any FOUR of the following ?
 - a) EurepGap
 - b) National Agriculture Policy
 - c) Crop Insurance
 - d) Implications of WTO in Agriculture
 - e) Futures Trading
- 4) Discuss in detail about the Market Intelligence and how it is useful in the present day context with suitable examples from your jurisdiction.
- 5) Explain the meaning of Contract Farming and discuss its pros and cons with suitable examples ?
- 6) MIS is very important in Market Led Extension – Discuss.
- 7) What do you understand by Supply Chain Management and discuss about the Forecasting process in Supply Chain.
- 8) What are the types of post harvest losses ? How to reduce post harvest losses through post harvest technology – Discuss .



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination (February 2010)**

Course 201: Market Led Extension (4 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any five questions. All questions carry equal marks

1. What is the importance of processing and value addition in Agricultural Extension? How do you promote processing and value addition of major produce of your jurisdiction. Explain with an example.
2. What do you understand by Contract Farming? Discuss the potential of contract farming in your jurisdiction with suitable example.
3. Write short notes on any three of the following
 - a. Commodity trading
 - b. Market Intelligence
 - c. Supply chain management
 - d. Rural Marketing
 - e. Crop insurance
4. Discuss the objectives of Domestic Export Market Intelligence Cell (DEMIC) and the mechanism of price forecasting in respect of any one agricultural commodity of your region.
5. Explain the concept of Supply Chain Management and describe the supply chain management system in respect of an agricultural commodity of your region.
6. How the farmers market their produce in your service area. Explain the different marketing channels and suggest effective marketing mechanism to overcome the problems of farmers.
7. Write short notes on any three of the following
 - i. National Agriculture Policy
 - ii. Electronic Spot Exchange
 - iii. Demand Forecasting
 - iv. Rural Marketing
 - v. Crop insurance
8. Discuss the strengths, weaknesses and opportunities of the Agro-processing industry in India with reference to any one important commodity of your state.



AEM-201 (S)

**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination, First Semester 2008-09 (August 2009)**

Course 201: Market Led Extension (4 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any five of the following questions. All questions carry equal marks.

- 1) Discuss the marketing practices existing for the farmers in your service area. Suggest effective marketing mechanism to overcome the problems of farmers.
- 2) Write short notes on any three of the following
 - a. Commodity trading
 - b. Market Intelligence
 - c. Supply chain management
 - d. Rural Marketing
 - e. Crop insurance
- 3) Discuss the Market-led extension as understood by you. Explain the role of extension worker in promoting market led extension with an example.
- 4) What are the salient features of "Future markets"? Discuss the implications of Future markets in India.
- 5) What is the importance of processing and value addition in Agricultural Extension? How do you promote processing and value addition of major produce of your jurisdiction.
- 6) Discuss the implications of World Trade Agreement in Indian agricultural sector.
- 7) What do you understand by Contract Farming? Discuss the potential of contract farming in your jurisdiction with suitable example.
- 8) Discuss the status of agricultural Market Intelligence system in India? What are the different steps to be followed in Market Intelligence?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination (August 2010)**

AEM-201: Market Led Extension (4 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any five questions. All questions carry equal marks

1. **Discuss the challenges in the existing Agricultural Market System and suggest remedies to overcome these challenges.**
2. **Market intelligence is an essential tool in setting an agri-based industry. Justify the need of Market intelligence.**
3. **What do you understand by MIS? Discuss its role in Agri-Business Industry.**
4. **What are the limitations of Contract Farming and how to strengthen Contract Farming System?**
5. **What are the types of post harvest losses? How to reduce post harvest losses through Post Harvest Technology – Discuss.**
6. **Write short notes on the following:**
 - a. **Electronic Spot Exchange**
 - b. **Value addition in agriculture**
 - c. **Crop insurance scheme**
7. **Commodity Interest Groups are essential for Market Led Extension – Discuss.**
8. **How to reduce the role of middle men in Agricultural Marketing – Discuss.**

