Post Graduate Diploma in Agricultural Extension Management (PGDAEM)  
Supplementary Examinations of Tenth (2016-17) batch  
(July 2018)  
AEM 201: Market Led Extension (4 Credits)  
Maximum Marks- 70  
Duration- 2 ½ hours  
ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL (14) MARKS

1. What do you understand by "Market Led Extension"? Based on your experience discuss the enhanced role of Extension officers in the promoting Market Led Extension

2. Explain the importance of Market Intelligence in decision making process of the farming community with suitable examples.

3. What is the objective / main mission of the World Trade organization (WTO)? Mention its important functions and discuss the five ‘Principles of the trading system’.

4. Write short notes any four of the following (all questions carry equal marks):
   a. Weather Based Crop Insurance Scheme (WBCIS)
   b. Measures to minimize post-harvest losses
   c. Impact of ‘Market Information Services’ (MIS)
   d. Any seven conditions when Contract farming works well
   e. Demand Forecasting
   f. Electronic Spot Exchange

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. Discuss strengths, weaknesses, opportunities and threats of the Agro-Processing industry in India with reference to any one of the commodity of your state.

7. Write briefly on any two of the following (all questions carry equal marks):
   a. National Agricultural Policy
   b. Any four challenges in the agricultural marketing System
   c. Marketing of organic products
   d. Futures Trading

8. How do the farmers market their produce in your service area? Explain the different marketing channels and suggest effective marketing mechanisms of any commodity to overcome the problems of farmers.

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

(December 2017)
AEM 201 : Market Led Extension (4 Credits)

Maximum Marks- 70      Duration- 2 ½ hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. Discuss the concept of Market-led extension as understood by you. Explain the role of extension agent in promoting market led extension with suitable examples.

2. What do you understand by Contract Farming? Discuss the potential of contract farming in your jurisdiction with an example.

3. Explain the concept of Supply Chain Management and describe the supply chain management system in respect of an agricultural commodity prevailing in your region.

4. Write brief notes on any two of the following (all questions carry equal marks):
   a. Rural Marketing
   b. Crop insurance
   c. Commodity trading
   d. Forecasting methods

5. Explain the importance of Market Intelligence in decision making process of the farming community with suitable examples.

6. Discuss how the farmers market their produce in your service area. Explain the different marketing channels and suggest effective marketing mechanism to overcome the problems faced by farmers.

7. Discuss the strengths, weaknesses and opportunities of the Agro – processing industry in India with reference to any one commodity of your state.

8. Explain briefly World Trade Agreement on Agriculture and discuss briefly its implications on agriculture with suitable examples.

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Supplementary Examinations of Ninth (2015-16) batch (July 2017)

AEM 201: Market Led Extension (4 Credits)

Maximum Marks- 70

Duration- 2 1/2 hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS


2. Write short notes on any four of the following (all questions carry equal marks):
   a) Swot analysis of Agro Processing
   b) Forecasting methods
   c) Types of warehousing
   d) Bull whip effect in supply chain management
   e) Major Indian exchanges

3. What is future market? Briefly explain its benefits to Farmers

4. What is meant by market led extension? Write down the role of extension personnel in promoting the market led extension with example.

5. Write short notes on any four of the following (all questions carry equal marks):
   a) Paradigm shift from Production-led Extension to Market-led Extension
   b) Steps in market intelligence
   c) Domestic and Export Market Intelligence Cell
   d) Criteria for good warehousing
   e) National Agricultural Policy

6. Discuss the concept of Supply Chain Management (SCM)? Write down the stages of SCM. Write about the cycle view of Supply chain processes along with diagrams.

7. Explain the status of market intelligence system in India. Write in detail the importance of market intelligence in decision making process by the farming community

8. What are the salient features of future markets? Discuss the implications of future markets in Indian agricultural marketing.

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)


AEM 201 : Market Led Extension (4 Credits)

Maximum Marks- 70          Duration- 2 ½ hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. What do you understand by Market led extension - explain briefly and discuss the enhanced roles of Extension workers in promoting Market Led Extension.

2. Define 'Contract Farming'. Discuss the need for 'Contract Farming' and the challenges of 'Contract Farming' in India.

3. Write briefly about the Agricultural Produce Marketing Committee Acts and list out the features of the Model Act?

4. What are the types of post harvest losses? How to reduce post harvest losses through Post Harvest Technology - Discuss.

5. Write short notes on any two of the following (all questions carry equal marks):
   i. Value addition in agriculture
   ii. Supply Chain Management
   iii. Market Committee Fund
   iv. Demand forecasting

6. Discuss the strengths, weaknesses and opportunities of Agro-processing Industry in India with reference to any one important commodity of your state.

7. Write short notes on any four of the following (all questions carry equal marks):
   i. Benefits of Futures Trading to Market Participants
   ii. Criteria for good warehousing
   iii. Challenges in marketing organic produce.
   iv. Domestic and Export Market Intelligence Cell (DEMIC)
   v. Trade Related Intellectual Property rights (TRIPS)
   vi. National Agricultural Policy

8. List out the various crop insurance products and bring out the comparison between National Agricultural insurance scheme (NAIS) and Weather Based Crop Insurance Scheme (WBCIS).

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

Final examination, II semester 2015-16 &
Supplementary Examinations of
(December 2016)

AEM 201 : Market Led Extension (4 Credits)

Maximum Marks- 70
Duration- 2 ½ hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. What do you understand by Market Led Extension? Explain briefly the
   Changing roles of Extension workers in promoting Market Led Extension with
   suitable example.

2. Explain the concept of contract farming and discuss a contract farming model
   which would be beneficial to the farmers of your area with an example.

3. Discuss the concept of supply chain management of an important agricultural
   commodity of your region.

4. 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.

5. Write brief notes on any two of the following (all questions carry equal marks):
   i. Commodity Interest Groups
   ii. Crop Insurance
   iii. Market Intelligence
   iv. Commodity Trading

6. Discuss the implications of World Trade Agreement in Indian Agricultural
   sector?

7. Write short notes on any two of the following (all questions carry equal marks):
   i. Trade Related Intellectual Property Rights (TRIPS)
   ii. Types of warehousing
   iii. Demand Forecasting
   iv. Rural Marketing

8. How do 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.

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Supplementary Examinations of 2014-15 (August 2016)
AEM 201: Market Led Extension (4 Credits)

Maximum Marks- 70 Duration- 2 ½ hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS


2. What is Contract Farming? Discuss the potential of Contract Farming in your region with suitable example.

3. Write short notes on any four of the following (all the questions carry equal marks):
   a. Commodity Financing
   b. State Agricultural Marketing Board
   c. Approaches in Crop Insurance
   d. Forecasting Methods
   e. Rural Markets

4. What are the salient features of "Future Markets"? Discuss the implications of future markets in Indian Agriculture.

5. Discuss the concept of Supply Chain Management and explain the supply chain management system of a commercial crop/commodity of your region.

6. Write short notes on any four of the following (all the questions carry equal marks):
   a. National Agricultural Policy
   b. Implications of WTO in Agriculture
   c. Demand Forecasting
   d. Electronic Spot Exchange
   e. Criteria for good warehousing

7. Explain the importance of processing and value addition in Agriculture. Discuss the role of extension worker in promoting processing and value addition of major produce of your region.

8. Discuss the status of Market Intelligence System in India. Explain the importance of Market Intelligence in decision making process of the farming community.

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)  
Final Examination, II semester 2014-15 &  
Supplementary Examinations of 2007-08 to 2013-14 (January 2016)  
AEM 201: Market Led Extension (4 Credits)

Maximum Marks- 70  
Duration- 2 1/2 hours

**ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

1. Explain briefly what do you understand by Market Led Extension. List out its challenges and discuss any three challenges.

2. How to reduce the role of middle men in agricultural marketing

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. Describe the various crop insurance options available to farmers.

5. Write brief notes on **any two** of the following (all the questions carry equal marks):
   i) Supply Chain Management
   ii) Forecasting methods
   iii) Measures to minimize post harvest losses
   iv) Value addition in agriculture

6. Explain the importance of Market Intelligence in Agricultural Extension. Discuss in detail Agricultural Market Intelligence System in India.

7. Write the difference between:
   A. Farmer’s Market and Commercial Market
   B. Production-Led Extension and Market-Led Extension

8. Write short notes on any four of the following (all the questions carry equal marks):
   a) Commodity trading
   b) Futures trading
   c) National Agricultural policy
   d) State Agricultural Marketing Board
   e) Criteria for good warehousing
   f) Challenges in marketing organic products

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final examination, II semester 2014-15 & Supplementary Examinations of 2007-08 to 2013-14 (December 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. How do you explain "Agriculture as an Enterprise"? Briefly discuss the Challenges in Agricultural Marketing system in India.

2. What are the different existing Agri-Marketing channels and explain the benefits of direct purchase models with suitable examples?

3. Discuss importance of Contract Farming in the context of volatility in the markets and discuss the pros and cons with the help of suitable examples.

4. Explain the importance of Market Intelligence in Agricultural Extension? Discuss in detail Agricultural Market Intelligence system in India.

5. Explain the major problems and challenges encountered by the organic producers and discuss the mechanism of marketing of organic products with an example.

6. What are the approaches in Crop Insurance? Briefly explain the different crop insurance products available for the farmers.

7. What are the opportunities available for the processing and value addition to the farmers in your state? Explain the steps to be followed for promoting processing and value addition in your service area.

8. Write brief notes on any two of the following (all the questions carry equal marks):
   i. Supply Chain Management
   ii. Commodity Interest Groups
   iii. Implications of WTO in Agriculture
   iv. Rural Marketing

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Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
AEM 201: Market Led Extension (4 Credits)

Maximum Marks- 70
Duration- 2 1/2 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.

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Course: 201: Market Led Extension (4 credits)

Max. Marks-70

Duration - 2 ½ hrs.

ANSWER ANY 5 QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS


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.

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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?

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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?

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