



# **RANI CHANNAMMA UNIVERSITY**

# **BELAGAVI**

**THE COURSE STRUCTURE & SYLLABUS OF UNDER GRADUATE**

**BACHELOR OF ARTS**

**AGRICULTURE MARKETING**

**1<sup>ST</sup> TO 6<sup>TH</sup> Semesters**

w.e.f.

**Academic Year 2020-21 and Onwards  
Under**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**CBCS Based Syllabus Course Structure for B.A (UG)**  
**Course in Agricultural Marketing (Optional) (W.e.f.2020-21 Onwards)**

Semester	Code/ Course	Paper No	Title of the Paper	Teaching Hours/ Week				Marks						Duration of Exam (Hrs.)	
				Hours		Credits		IA		Sem End Exams		Total			
				T	P	T	P	T	P	T	P	T	P	T	P
I	DSC 1	1	Micro Economics	4	3	3	2	20	10	80	40	100	50	3	3
II	DSC 2	2	Macro Economics	4	3	3	2	20	10	80	40	100	50	3	3
III	DSC 3	3	Introduction to Agril. Marketing	4	3	3	2	20	10	80	40	100	50	3	3
	SEC 1	4	Agricultural Price Index Numbers	2	-	2	-	10	-	40	-	50	-	2	-
IV	DSC 4	5	Value Chain in Agril. Marketing	4	3	3	2	20	10	80	40	100	50	3	3
	SEC 2	6	Co-operatives in Agril. Marketing	2	-	2	-	10	-	40	-	50	-	2	-
V	DSE 1	7	1. Market Information & Future Trading	3	3	4	2	20	10	80	40	100	50	3	3
		7.1	2. Agricultural Economics OR 3. E-Commerce & Agri-Business	3	3	4	2	20	10	80	40	100	50	3	3
	SEC 3	8	Agricultural Price Analysis	2	-	2	-	10	-	40	-	50	-	2	-
VI	DSE 2	9	1. Agricultural Marketing & Economic Development	3	3	4	2	20	10	80	40	100	50	3	3
		9.1	2. Indian Economy OR 3. Agricultural Input Marketing	3	3	4	2	20	10	80	40	100	50	3	3
	SEC 4	10	Financing for Agricultural Marketing	2	-	2	-	10	-	40	-	50	-	2	-
				36	24	36	16								

**T= Theory      P= Practical**

**CBCS Based Syllabus Course Structure for B.A (UG)**

**Course in Agricultural Marketing (Optional) (W.e.f.2020-21 Onwards)**

Semester	Code/ Course	Paper No	Title of the Paper	Teaching Hours/ Week				Marks						Durati on
				Hours		Credits		IA		Sem End Exams		Total		
				T	P	T	P	T	P	T	P	T	P	
I	DSC 1	1	Micro Economics	4	3			20	10	80	40	100	50	
II	DSC 2	2	Macro Economics	4	3			20	10	80	40	100	50	
III	DSC 3	3	Introduction to Agril. Marketing	4	3			20	10	80	40	100	50	
IV	DSC 4	4	Value Chain in Agril. Marketing	4	3			20	10	80	40	100	50	
V	DSE 1	5	1. Market Information & Future Trading	4	3			20	10	80	40	100	50	
		5.1	2. Agricultural Economics OR 3. E-Commerce & Agri-Business	4	3			20	10	80	40	100	50	
VI	DSE 2	6	1. Co-operatives in Agril. Marketing	4	3			20	10	80	40	100	50	
		6.1	2. Indian Economy OR 3. Agricultural Input Marketing	4	3			20	10	80	40	100	50	
				32	24									

**T= Theory      P= Practical**

## 2020-21 AND ONWARDS

### B. A. AGRICULTURAL MARKETING FIRST SEMESTER

#### **Paper No.1: Micro Economics**

**Objectives:** The objectives of this paper are to familiarize the students with economic behavior of consumers and producers, and production, cost and revenue functions and the determination of price and output in different markets, and to theories relating to maximization of social welfare.

#### **Unit-I : Introduction to Micro Economics**

Meaning, Scope, Types- Importance and Limitations; Methodology in economics; Choice as an economics problem; Law of Scarcity and Supply frame work, Production Possibility Curve.

#### **Unit-II: Theory of Consumer's Behaviour**

Demand-Meaning, Determinants and Law of Demand; Elasticity of Demand – Types and Measurements; Supply – Meaning, Determinants and Law of Supply; Elasticity of Supply; Theory of Consumer Behaviour- Marginal Utility Analysis-Theory of Indifference Curves and its properties; Consumers' Price Effect, Income Effect and Substitution Effect; Inferior Goods and Giffen Goods,

#### **Unit-III: Production, Costs and Revenue**

Production Function- Short-run and Long-run; Law of variable Proportions; Returns to scale; Characteristics of Isoquants and Isocost line; least combination of factors; Cost Function- Different Concepts of Costs, Short-run and Long-run Cost Analysis; Economics and Diseconomies of Scale; Break-even-analysis.

#### **Unit-IV: Market Structure and Product Pricing**

Concepts of Total, Average and Marginal Revenue; Perfect Competition-Equilibrium of the Firm and Industry; Monopoly-Equilibrium of the firm, Price discrimination; Monopolistic Competition- Meaning and Characteristics, Short-run and Long-run Equilibrium of the Firm and Group Equilibrium; Excess Capacity; Oligopoly-Features and Types of Oligopoly.

#### **Unit-V: Factor Pricing and Distribution**

Marginal Productivity Theory of Distribution; Ricardian and Modern Theories of Rent, Quasi-rent; Wage Determination; Theories of Profit-Dynamic Theory, Risk and Uncertainty Theory and Schumpeterian Theory of Profit.

#### **Practical Syllabus:**

- 1) Construction of Demand Curve.
- 2) Construction of Supply Curve.
- 3) Visit to Local Markets.
- 4) Study & different types of Markets.
- 5) Visit to Super Markets & Big Bazars.

#### **References:**

1. Ahuja, H.L. (2017): Modern Economics, S.Chand & Company Ltd New Delhi.
2. Dwivedi, D.N. (2016): Micro Economics Theory and Applications, 3<sup>rd</sup> Edition, Vikas Publishing.

## **B. A. AGRICULTURAL MARKETING SECOND SEMESTER**

### **Paper No.2: Macro Economics**

**Objectives:** The objectives of this paper are to acquaint the students with the behavior of macro economics variables; to provide knowledge of national accounts, classical macro economics the Keynesian economics, business cycles and inflation.

#### **Unit-I : Introduction to Macro Economics**

Meaning, Scope and Importance of Macro economics; National Income Accounting; Concepts of National Income- GDP, GVP, GNP, NNP, National Income at Factor Cost, PI, DI, PCI; Methods and Difficulties in Measuring National Income; Circular Flow Income.

#### **Unit-II: Classical Theory of Employment**

Classical Theory of Employment-Assumptions and Full- employment Equilibrium; Say's Law of Market; Wage-price Flexibility, A.C.Pigou's Reformulation.

#### **Unit-III: Keynesian Economics**

Keynesian Theory of Employment – Concept of Effective Demand and its Determinants; Consumption Function- Average Propensity to Consume and Marginal Propensity to Consume and Factors Determining Consumption Function; Saving Function – Average Propensity to Save and Marginal Propensity to Save; Determinants to Savings; Investment Function – Marginal Efficiency of Capital and Factors Influencing the MEC.

#### **Unit-IV: Theory of Multiplier and Accelerator**

Multiplier-Meaning, Working and Limitations; Accelerator-Meaning, Working and Limitations.

#### **Unit-V: Factor Pricing and Distribution**

Business Cycles-Meaning, types of the business cycle, features of the business cycle, phases of business cycle; Control of Business Cycles.

Definitions of Inflation, causes of Inflation, Types of Inflation- demand push inflation and cost push inflations; Inflationary gap; Relationship between inflation and unemployment- The Philips curve –short and long run; Effects of Inflation, Measures to control Inflation.

#### **Practical Syllabus:**

- 1) Study of different concepts of National Income.
- 2) Study of Effective Demand.
- 3) Study of different concepts of Investment Function.
- 4) Calculative of Multiplier.
- 5) Study of phases of Business Cycles.

#### **References:**

- 1) Ahuja, H.L. (2013): Macro Economics Theory & Policy, 19<sup>th</sup> Edition, S.Chand & Company Ltd New Delhi.
- 2) Chopra, P.N.(2016): Macro Economics, Kalyani Publishers, New Delhi.
- 3) Dornbusch, R. and F. Stanley (1997): Macro Economics, McGraw Hill, New York.
- 4) Shapiro, Edwad (1996): Macro Economic Analysis, Galgotia Publications, New Delhi.
- 5) Gupta, R.D. (1983): Keynesian Economics an Introduction, Second Revised Edition, Kalyan Publishers, New Delhi.
- 6) Jhingan, M.L. (2017): Macro Economic Theory, Vrinda Publications (P) Ltd. Delhi.

## **B. A. AGRICULTURAL MARKETING THIRD SEMESTER**

### **Paper No.3: Introduction to Agricultural Marketing**

**Objectives:** The objectives of this paper are to understand the various concepts of agricultural marketing, to acquaint the students with various marketing institutions and channels of agricultural marketing.

#### **Unit-I : Agricultural Marketing**

Meaning, definition, scope and subject matter of agricultural marketing. New role of Agricultural Marketing.

#### **Unit-II: Market and Market Structure**

Meaning and definition of market, Components of a market, Classification of markets.

#### **Unit-III: Agricultural Marketing in India**

Characteristics of agricultural commodities. Defects of agricultural marketing in India and its remedial measures.

#### **Unit-IV: Marketing Institutions**

Agricultural Produce Market Committee: Meaning, objectives, history of market regulation. Features of regulated market, advantages of regulated market, defects in regulated market and suggestion for improvements.

#### **Unit-V: Marketing Channels**

Meaning and Definition of marketing channel. Length of marketing channel. Study of marketing channels for different agricultural committees.

#### **Practical Syllabus:**

- 1) Review of concepts of agricultural marketing.
- 2) Visit to regulated markets.
- 3) Visit to taluka agricultural produce co-operative marketing society.
- 4) Visit to Karnataka Mill Federation.
- 5) Identification of marketing channels for agricultural commodities.

#### **References:**

- 1) Agricultural Marketing in India by S.S. Acharya & N.L.Agarwal.
- 2) Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
- 3) Agricultural Marketing by H.R. Krishnagouda.
- 4) Marketing of Agricultural Produce in India by A.P.Gupta.
- 5) Modern Marketing by K.D.Basava.

#### **Journals and Magzines**

- 1) Indian Journal of Marketing
- 2) Indian Journal of Agricultural Marketing
- 3) Yojana
- 4) Krishipete
- 5) Kurukshetra

**B. A. AGRICULTURAL MARKETING  
THIRD SEMESTER**

**SEC-1: 4. Agricultural Price Index Numbers**

**Unit-I : Index Number: Meaning and Advantages of Index Number.**

**Unit-II: Construction of Price Index Numbers.**

**Unit-III: Common Price Index Numbers in India.**

**References:**

- 1) Agricultural Prices –analysis and Policy by S.S. Acharya & N.L.Agarwal.
- 2) Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
- 3) Marketing of Agricultural Produce in India by A.P.Gupta.
- 4) Statistics by C.B.Gupta.
- 5) Introduction to Statistics by B.C.Kamath.
- 6) Agricultural Statistics in India by P.C.Bansil.

## **B. A. AGRICULTURAL MARKETING FOURTH SEMESTER**

### **Paper No.5: Value Chain in Agricultural Marketing**

**Objectives:** The objectives of this paper are to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

#### **Unit-I : Processing and Value Addition**

Meaning, need and types of processing. Advantages of processing. Value addition and processing of agricultural commodities. Problems of processing and its measures.

#### **Unit-II: Grading, Standardization & Labeling**

Meaning, types, Advantages of grading & labeling. AGMARK-producers'. Difficulties in grading- consumer's perception. Popularization of grading. Criteria for Grade standards, inspection & quality control.

#### **Unit-III: Storage & Warehousing**

Meaning, need and importance of storage. Risk in storage. Warehousing: meaning & functions of warehousing. Types of warehouses. Central Warehousing Corporation. State Warehousing Corporation. Utilization of warehousing capacity. Causes of the slow progress of warehousing in India and Suggestions of improvement.

#### **Unit-IV: Transportation**

Role of transportation in agricultural marketing. Advantages of transportation. Means of transportation. Functions of transportation. Transportation Cost, factors affecting the cost of transportation. Problems in transportation in agricultural commodities. Suggestions for improvement.

#### **Unit-V: Packaging**

Meaning, types and advantages of packing & packaging. Packing material for different agricultural commodities. New innovations in packaging.

#### **Practical Syllabus:**

- 1) Visit to processing units.
- 2) Visit to rural godowns and cold storages.
- 3) Analytical classification of foodgrains.
- 4) Study of quality characteristics of fruits and vegetables.
- 5) Visit to logistics.

#### **References:**

- 1) Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
- 2) Principles and Practices of Marketing by C.B. Memoria and R.L. Joshi.
- 3) Agricultural Marketing by H.R. Krishnagouda.
- 4) Marketing of Agricultural Produce in India by A.P. Gupta.
- 5) Modern Marketing by K.D. Basava.

#### **Journals and Magzines**

- 1) Indian Journal of Marketing
- 2) Indian Journal of Agricultural Marketing
- 3) Yojana
- 4) Krishipete
- 5) Kurukshetra

**B. A. AGRICULTURAL MARKETING**  
**FOURTH SEMESTER**  
**SEC-2: 6. Co-operatives in Agricultural Marketing**

**Unit-I: Cooperative Marketing:**

Meaning, Objectives and Advantages of Cooperative Markets.

**Unit-II: Cooperative Business Organization:**

History, Types, Structure and Functions of Cooperative Marketing.

**Unit-III: Evaluation of Cooperative Marketing Societies in India:**

Problems of Cooperatives and Suggestions for strengthening Cooperative Marketing Societies.

**References:**

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Agricultural Problems in India by C.B. Memoria.
3. Fundamentals of Agricultural Economics by Sadhu and Singh
4. Indian Economy by A.N. Agarwal.
5. Agricultural Economics by Dr.H.R. Krishnayagoud

**B. A. AGRICULTURAL MARKETING  
FIFTH SEMESTER**

**Paper No.7: 1. Market Information & Future Trading**

**Objectives:** The objectives of this paper are to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

**Unit-I : Market Information:**

Meaning and importance of market information in agricultural commodities. Types of market information. Essential characteristics of good marketing information. Sources of market information. Deficiencies of market information and suggestions for improvement in market information.

**Unit-II: Information Technology (IT):**

E-trading, e-choupals, websites and IT tools for marketing. Applications of IT in agricultural marketing.

**Unit-III: Risk Bearing in Agricultural Marketing:**

Meaning and importance of risk. Types of risk in marketing. Minimization of risk.

**Unit-IV: Produce Exchange:**

Meaning and characteristics of produce exchange. Objectives and functions of produce exchange. Organization and management of produce exchange.

**Unit-V: Future Trading:**

Meaning and importance of future trading. Nature of commodities for future trading. Transaction in future trading.

**Practical Syllabus:**

- 1) Study and use of medias for generation of market information.
- 2) Demonstration of E-trading.
- 3) Visit to insurance agency.
- 4) Study of NCDEX.

**References:**

1. Agricultural Marketing in India by S.S. Acharya & N.L.Agarwal.
2. Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Marketing of Agricultural Produce in India by A.P.Gupta.
5. Modern Marketing by K.D.Basava.

**Journals and Magzines**

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

## **B. A. AGRICULTURAL MARKETING FIFTH SEMESTER**

### **Paper No.7.1: 2. Agricultural Economics**

**Objectives:** The objectives of this paper are to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

#### **Unit-I : Agricultural Economics:**

Meaning, Nature, scope and importance of agricultural economics. Role of agriculture in Indian Economy. Causes of low productivity. Measures to increase the productivity.

#### **Unit-II: : Land Reforms:**

Need and scope for land reforms. Objectives of land reforms. Land reforms measures. Evaluation of land reforms.

#### **Unit-III: Irrigation and Cropping pattern:**

Meaning and types of irrigation. Advantages and disadvantages of irrigation. Meaning , Characteristics and factors affecting the cropping pattern.

#### **Unit-IV: Food problem in India:**

Nature and causes for food problem. Remedial measures to solve food problem. Green Revolution-Meaning and causes of green Revolution. Achievements and weaknesses of green revolution.

#### **Unit-V: Food Security in India:**

Concept of Food security. food self-sufficiency and food security. Public Distribution system and its impact on poverty. Policy options for reforms of PDS.

#### **Practical Syllabus:**

1. Visit to Progressive Farmer's Field.
2. Visit to Irrigation project.
3. Visit to Raith Sampark Kendra.
4. Visit to Fair Price Shop.

#### **References:**

1. Agricultural Marketing in India by S.S. Acharya & N.L.Agarwal.
2. Agricultural Problems in India by C.B.Memoria.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Indian Economy by A.N.Agarwal.
5. Indian Economy by Mishra and Puri.

#### **Journals and Magzines**

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

**B. A. AGRICULTURAL MARKETING  
FIFTH SEMESTER**

**Paper No.7.1: 3. E-Commerce in Agri-Business**

**Objectives:** The objectives of this paper are to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

**Unit-I : Introduction to E-Commerce:**

Meaning, Definition, Aims and Objectives of E-Commerce. Advantages and Disadvantages of E-Commerce.

**Unit-II: : E-Commerce Domain:**

Scope and Subject matter of E-Commerce. Electronic Data Interchange (EDI). Internet Banking. Supply Chain Management. Customer Relationship Management.

**Unit-III: Types of E-Commerce**

Business-to-Business i.e. B2B. Business-to-Consumers i.e. B2C. Consumers-to-Consumers i.e. C2C. Business-to-Government i.e. B2G. Consumers-to-Business i.e. C2B.

**Unit-IV: Management of E-Commerce and Challenges of E-Commerce.**

**Practical Syllabus:**

1. Internet Banking.
2. Online Shopping.
3. Visit to Commercial Bank.
4. Demonstration of E-Trading.

**References:**

1. Principles of Marketing by K.D.Basava.
2. E-Commerce : Strategy, Technologies and Applications by David Whiteley.
3. Agricultural Problems in India by C.B.Memoria.
4. Indian Economy by A.N.Agarwal.
5. Indian Economy by Mishra and Puri.

**Journals and Magzines**

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

**B. A. AGRICULTURAL MARKETING**  
**FIFTH SEMESTER**  
**SEC –3. 8. Theory of Agricultural Prices**

**Unit-I : Agricultural Prices: Meaning, Functions and Scope.**

**Unit-II: Agricultural Price Fluctuations and Measures for Price Stabilization.**

**Unit-III: Agricultural Price Policy in India.**

**References:**

- 1) Agricultural Prices –analysis and Policy by S.S. Acharya & N.L.Agarwal.
- 2) Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
- 3) Marketing of Agricultural Produce in India by A.P.Gupta.
- 4) Agricultural Economics by Dr. H.R.Krishnayagouda.
- 5) Fundamentals of Agricultural Economics by Sadhu and Singh

## **B. A. AGRICULTURAL MARKETING SIXTH SEMESTER**

### **Paper No.9 : 1. Agricultural Marketing and Economic Development**

**Objectives:** The objectives of this paper are to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

#### **Unit-I : Agricultural Marketing and Economic Development:**

History and Growth of agricultural marketing. Differences in Marketing of Agricultural and Manufactured goods. Importance of agricultural marketing in Indian Economy.

#### **Unit-II: Producer's Surplus of Agricultural Commodities:**

Meaning, Importance and Types of Producer's Surplus.

#### **Unit-III: Relationship between Marketed Surplus and Marketable Surplus;**

Factors affecting Marketable Surplus. Estimation of Marketable Surplus.

#### **Unit-IV: Marketing Costs of Agricultural Commodities:**

Meaning of Marketing Cost and Margins. Factors affecting of the Marketing Costs. Reasons for higher Marketing Cost of Agricultural Commodities and measures to reduce Marketing Cost.

#### **Unit-V: Agriculture and External Trade:**

Share of Agricultural Products in total Imports and Exports of India. Suggestions for promoting Agricultural Exports from India. Impact of LPG on Agricultural Sector. WTO and India.

#### **Practical Syllabus:**

1. Estimation of marketable surplus.
2. Estimation of marketing cost of agricultural commodities.
3. Study of exports of food grains.
4. Study of exports of commercial crops.

#### **References:**

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Agricultural Problems in India by C.B. Memoria.
3. Fundamentals of Agricultural Economics by Sadhu and Singh.
4. Indian Economy by A.N. Agarwal.
5. International Economics by Jhingan M.L.

#### **Journals and Magzines**

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

## **B. A. AGRICULTURAL MARKETING SIXTH SEMESTER**

### **Paper No.9.1: 2. Indian Economy**

**Objectives:** The objectives of this paper are to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

#### **Unit-I : Characteristics of Indian Economy:**

Characteristics of Indian Economy. Is India a developing Country ? Factors affecting Economic Development. Structure of Indian Economy.

#### **Unit-II: Agriculture Labour:**

Definition and Characteristics of Agriculture Labour . Causes of the poor economic conditions of agriculture labour. Measures adopted by the Govt. of India to improve economic conditions of agriculture labour. Suggestions for improving the conditions of agriculture labour.

#### **Unit-III: National Income:**

Meaning. Concepts of National Income. Methods of Estimating National Income. Problems of estimating National Income. Trends and Composition of National Income.

#### **Unit-IV: Agro based Industry:**

Meaning and Need of Agro based Industries. Importance of Agro based Industries in India with special reference to Sugar, Cotton and Jute Industries. Problems of Agro based Industries.

#### **Unit-V: Public Finance:**

Revenue and Expenditure of Union Government. Public Debt. Analysis of Current Budget.

#### **Practical Syllabus:**

1. A study of recent trends in Indian Economy.
2. A study of socio-economic conditions of agriculture labour.
3. Visit to Processing Units.
4. Estimation of National Income.
5. Budget analysis.

#### **References:**

1. Agricultural Problems in India by C.B.Memoria.
2. Indian Economy by A.N.Agarwal.
3. Indian Economy by Mishra and Puri.
4. Indian Economy by HRK.
5. Agricultural Economics by Dr.H.R.Krishnayagoud

#### **Journals and Magzines**

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

## **B. A. AGRICULTURAL MARKETING SIXTH SEMESTER**

### **Paper No.9.1 : 3. Agricultural Input Marketing**

**Objectives:** The objectives of this paper are to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

#### **Unit-I : Input Marketing:**

Meaning, Scope and Importance of Input Marketing.

#### **Unit-II: Production and Marketing of Seeds:**

Stages and Process of Seed Production. Seed Marketing and Distribution. Defects in Seed Marketing and Suggestion for Improvement.

#### **Unit-III: Fertilizer Marketing:**

Channels of Fertilizer Marketing. Fertilizer Subsidy and Policies Government. Defects in Fertilizer Marketing and Suggestion for Better Fertilizer Marketing.

#### **Unit-IV: Farm Mechanization:**

Meaning and Need of Farm Mechanization. Merits and Demerits of Farm Mechanization.

#### **Unit-V: Agriculture Credit:**

Meaning, Need and Kinds of Agriculture Credit. Sources of Agricultural Finance. Government Policy towards Agriculture Credit.

#### **Practical Syllabus:**

1. Study of Marketing Channels of Farm Inputs.
2. Visit to Fertilizer Marketing Agencies.
3. Visit to Karnataka State Seeds Corporation.
4. Determination of Input Prices.

#### **References:**

1. Indian Economy by A.N.Agarwal.
2. Indian Economy by Mishra and Puri.
3. Agricultural Economics by Dr.H.R.Krishnayagoud.
4. Agricultural Marketing in India by S.S. Acharya & N.L.Agarwal.
5. Agricultural Marketing and Indian Agricultural Marketing by S.S.Chhina.

#### **Journals and Magzines**

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

**B. A. AGRICULTURAL MARKETING**  
**FIFTH SEMESTER**  
**SEC - 4: 10. Financing for Agricultural Marketing**

**Unit-I : Financing for Agricultural Marketing-Meaning, Need and Importance.**

**Unit-II: Types of Marketing Finance and Factors affecting Marketing Finance.**

**Unit-III: NABARD in Agricultural Marketing Finance.**

**References:**

- 1) Agricultural Prices –analysis and Policy by S.S. Acharya & N.L.Agarwal.
- 2) Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
- 3) Marketing of Agricultural Produce in India by A.P.Gupta.
- 4) Agricultural Economics by Dr. H.R.Krishnayagouda.

# MODEL QUESTION PAPER

..... Semester B.A. Degree Examination 2020

Time 3 Hours

Max Marks: 80

Instruction to candidates:

1. Answer all the three sections
2. Draw the diagrams wherever necessary
3. Section D is Compulsory

## SECTION-A

1. Answer any Five of the following Questions in one or two sentences 5X2=10

- (a)
- (b)
- (c)
- (d)
- (e)
- (f)
- (g)

## SECTION-B

Answer any Five of the following Questions 5X5= 25

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

## SECTION-C

Answer any Two of the following Questions 2X15=30

- 9.
- 10.
- 11.
- 12.

**SECTION-D**

13. **Caselet**

15 Marks