

**SRI VENKATESWARA UNIVERSITY**  
**SKILL DEVELOPMENT COURSES**  
**COMMERCE STREAM**  
**FIRST YEAR - SECOND SEMESTER**  
**(UNDER CBCS W.E.F. 2020-21)**

**AGRICULTURAL MARKETING**  
**Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks**

**Learning Outcomes:**

*By the successful completion of this course, the student will be able to;*

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

**SYLLABUS:**

**Unit- I:** 06hrs

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:** 09hrs

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:** 10hrs

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.

**Suggested Co-curricular Activities: 05hrs**

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g.assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

## **Reference books**

1. S.S.Acharya&N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikipediand other websites on Agricultural Marketing.

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**MODEL QUESTION PAPER**

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

**SECTION A** (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks  
(At least 1 question should be given from each Unit))

1.	
2.	
3.	
4.	
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6.	
7.	
8.	

**SECTION B**

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks  
(At least 1 question should be given from each Unit))

1.	
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4.	
5.	

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