

Roll No.							
----------	--	--	--	--	--	--	--

**25-SE-41**

## **M.Sc. IV SEMESTER [MAIN/ATKT] EXAMINATION MAY - JUNE 2025**

### **SEED TECHNOLOGY**

Paper - I

#### **[Seed Marketing and Management]**

*[Max. Marks : 75]*

*[Time : 3:00 Hrs.]*

*[Min. Marks : 26]*

---

**Note :** Candidate should write his/her Roll Number at the prescribed space on the question paper.  
Student should not write anything on question paper.  
Attempt all five questions. Each question carries an internal choice.  
Each question carries **15 marks**.

---

**Q. 1** Describe the basic concepts of marketing with special reference to seed.

**OR**

Write in brief (**any two**) -

- i) Direct Marketing.
- ii) Seed Marketing Structure.
- iii) Formal and Informal Seed Supply System.

**Q. 2** Define the seed marketing planning and process of market research.

**OR**

Write short notes on **any two** -

- i) Seed Sector role of Seed Association.
- ii) Problems in Seed Industry.
- iii) Importance and scope of Seed Industry in India.

**Q. 3** Explain the seed supply chain organization.

**OR**

Describe the demand and supply of seed and Seed Replacement Rate (SRR).

**Q. 4** Write a note about sales promotion and distribution channels.

**P.T.O.**

**OR**

Explain the detail about marketing costs and margins.

**Q. 5** Define the silent features of National seed policies.

**OR**

Explain in brief (**any two**) -

- i) Quality control and assurance programme.
- ii) Agencies in efficient seed marketing.
- iii) Market information services.

—○—