

Roll No.

24-SE-41

**M.Sc. IV SEMESTER [MAIN/ATKT] EXAMINATION
JUNE - JULY 2024**

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 five questions. Each question carries an internal choice.
Each question carries **15 marks**.

Q. 1 Describe the importance and promotion of quality seed with formal and informal seed supply system. (15 Marks)

OR

Write in brief (**any two**) - (15 Marks)

- i) Concept of Seed Marketing.
- ii) Marketing Corporation.
- iii) Contract Marketing.

Q. 2 Explain the major constraints in seed industry, with role of seed federation in seed trade. (15 Marks)

OR

Describe the components of seed marketing strategy along with seed marketing cycle. (15 Marks)

Q. 3 Explain the seed processing and packaging with demand forecasting. (15 Marks)

OR

Write short note on **any two** - (15 Marks)

- i) Seed Multiplication Ratio (SMR).
- ii) Seed pricing and Policy.
- iii) Value Chain Finance.

P.T.O.

Q. 4 Explain **any two** -

(15 Marks)

- i) Seed Marketing Cost and Margins.
- ii) Role of tele communication in Marketing of Seeds.
- iii) Seed Marketing Intelligence.

OR

Describe Seed Sales Promotion and its distribution channels.

(15 Marks)

Q. 5 Describe the responsibilities of seed companies and dealers under seed act.

(15 Marks)

OR

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

(15 Marks)

- i) Market Research and Information Services.
- ii) National Seed Policies.
- iii) EXIM policies for seed trade.

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