



BACHELOR OF ARTS (B.A.)

(THREE YEAR DEGREE COURSE)

SUBJECT

AGRICULTURAL MARKETING

B.A. (AGRICULTURAL MARKETING)

COURSE STRUCTURE

FIRST YEAR

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| PAPER – 101: Fundamentals of Agricultural Marketing | 35 MARKS |
| PAPER – 102: Organizational Structure of Agricultural Marketing | 35 MARKS |
| PAPER – 103: PRACTICAL (Based on Paper 101, 102) | 30 MARKS |

SECOND YEAR

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| PAPER – 201: Agriculture Price Policies | 35 MARKS |
| PAPER – 202: Agriculture Price Mechanism | 35 MARKS |
| PAPER – 203: PRACTICAL (Based on Paper 201, 202) | 30 MARKS |

THIRD YEAR

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| PAPER – 301: Marketing Research, Costing and Information | 35 MARKS |
| PAPER – 302: Marketing Management | 35 MARKS |
| PAPER – 303: PRACTICAL (Based on Paper 301, 302) | 30 MARKS |

B.A. (AGRICULTURAL MARKETING)

FIRST YEAR DETAILED SYLLBUS

PAPER – 101

Fundamentals of Agricultural Marketing

- Unit – I Principles of Marketing : Definition of market and marketing, evolution of marketing in India, scope, importance and need of agricultural marketing and markets, classification of markets, difference of agricultural marketing with other commodities marketing.
- Unit – II Marketing Functions : Main marketing function from original producers to ultimate consumer; Assembling, pooling, collection, processing, Distribution, Secondary functions-Buying, selling, storage, transportation, standardization and grading, packaging, financing, Risk bearing, Market information.
- Unit – III Market functionaries: From Procedure to consumer, Whole seller, Retailer, Brocker, Commission agent, Speculators Processors, Financing institutions, need and importance of intermediaries.
- Unit – IV Methods of calculation and measures to increase marketable surplus in India. Marketed and marketable surplus.
- Unit – V Marketing of various agricultural products in India with special reference to:
- (i) Cereals
 - (ii) Fruit and Vegetables
 - (iii) Milk and Milk Products

Reference Books :-

1. भारत में कृषि एवं विपणन, लेखक - प्रो० राधा मोहन श्रीवास्तव।
2. कृषि सहकारिता, विपणन एवं ग्रामीण समाज शास्त्र, लेखक -
डॉ० आर०एम० सक्सेना
डॉ० ओ०पी० सक्सेना

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FIRST YEAR DETAILED SYLLBUS

PAPER – 102

Organizational Structure of Agricultural Marketing

- Unit – I Agricultural Marketing in India, past experiences, Present position and future prospects.
- Unit - II Organizational Structure : Effect of organization and credit structure, Multiplicity of intermediaries, varieties of market charges, lack of regulation of weight and measures, market charges, commission and deduction, duality variation, market information, unfair practices, lack of warehouse facilities.
- Unit - III Marketing Policies, State in relation of marketing legislation : Agricultural product, grading and Marketing Act. 1973, Regulation, market legislation, warehousing legislation, cooperative marketing legislation, credit linked with marketing.
- Unit - IV Cooperative Marketing: Need of cooperative marketing, organization of Co-operative marketing and its functions, cooperative marketing and private marketing institution, linking credit with cooperative marketing.
- Unit - V Regulated and un-regulated markets, Regulated market in U.P., Role of regulated markets, their organization, problems and prospects. Types and function of Agricultural Produce Marketing Committee (Mandi Samiti).

Reference Books :-

1. भारतीय कृषि अर्थशास्त्र के सिद्धान्त, लेखक - डॉ० शंकर लाल शाह
2. Rural Marketing - By Ravindra Nath

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FIRST YEAR DETAILED SYLLBUS

PAPER – 103

Practical

1. Study of various marketing functions for agricultural products.
2. Various marketing channels involved in flow of agriculture goods.
3. Demand and supply of agricultural commodities.
4. Elasticity of demand and supply of agricultural commodities.
5. Visit of various primary and secondary markets.

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SECOND YEAR DETAILED SYALLBUS

PAPER – 201

Agriculture Price Policies

- Unit – I Demand and Supply of Agricultural products. Demand for farm products, special and temporal distribution of demand for agriculture products, factors affecting the demand of farm products, supply of different farm commodities, factors affecting the farm products supply. Effect of demand and supply of market price.
- Unit – II Price Mechanism – Meaning and definition of price importance of price, Price determination in modern marketing system. Different types of price-normal market, support, procurement price, markup.
- Unit – III Functions of price – Determination of price under perfect and imperfect markets, producers, market price and wholesale market price, guarantee of support price.
- Unit – IV Price fluctuation and their remedies, price control and rationing, price discrimination, dumping and speculation , price index.
- Unit – V Price Policies – Review of price policy for commercial crops and food grains since independence, price policies and complement policies of control on suppliers and distributors. Problems and prospects. Commission for agriculture cost and prices objectives, function and role in stabilization of agriculture prices.

Reference Books :-

1. कृषि विपणन, लेखक - सुबह सिंह यादव ।
2. भारतीय कृषि विपणन, लेखक - डा0 आर0एम0 सक्सैना एवं डा0 ओ0पी0 सक्सैना ।

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SECOND YEAR DETAILED SYALLBUS

PAPER – 202

Agriculture Price Mechanism

- Unit – I Demand and Supply of Agricultural products. Demand for farm products, special and temporal distribution of demand for agriculture products, factors affecting the demand of farm products, supply of different farm commodities, factors affecting the farm product supply, Effect of demand and supply of market price.
- Unit – II Price Mechanism – Meaning and definition of price, importance of price, price determination in modern marketing system. Different types of price-normal, market, support, procurement price, mark up.
- Unit – III Function of price – Determination of price under perfect and imperfect markets, producers, market price and wholesale market price, guarantee of support price.
- Unit – IV Price fluctuation and their remedies, price control and rationing, price discrimination, dumping and speculation, price index.
- Unit – V Price Policies – Review of price policy for commercial crops and food grains since independence, price policies and complement policies of control on suppliers and distributors, problems and prospects, Commission for Agriculture Cost and Prices, objectives, functions and role in stabilization of agriculture prices, National Commodity and

Derivates Exchange Limited for Agriculture (NCDEX AGRI), MCX and Others, and Forward Market Commission (FMC).

Reference Books :-

1. कृषि विपणन, लेखक - सुबह सिंह यादव ।
2. भारतीय कृषि अर्थशास्त्र के सिद्धान्त, लेखक - डॉ० शंकर लाल शाह ।

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SECOND YEAR DETAILED SYALLBUS

PAPER – 203

PRACTICAL

1. Study of seasonal variation in price of agricultural commodities.
2. Time series analysis for agricultural goods.
3. Study of regulated market; visit functions, organization and benefits.
4. Cooperative marketing, function, organization, visit of various cooperative marketing organization.

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THIRD YEAR DETAILED SYALLBUS

PAPER – 301

Marketing Research, Costing and Information

- Unit – I Definition and meaning of marketing research, scope and type or marketing research, advantages, functions and objective of marketing investigation, modern concept of marketing.
- Unit – II Marketing Cost : Meaning and importance of marketing cost, factors affecting marketing cost, measures of reducing market cost.
- Marketing Margin : Meaning and definition of marketing margins, importance, kinds of marketing margins. Marketing cost and margins of agricultural commodities.
- Unit – III Marketing Information : Importance of marketing, Intelligence, source of information, existing set up of market intelligence in India, improvement in existing schemes.
- Unit – IV Marketing Efficiency: Meaning of marketing efficiency, factors effecting the marketing efficiency, improvement in marketing, types of marketing efficiency, methods of finding out marketing efficiency.
- Unit – V Marketing organization, types of different marketing.

Reference Books :

1. कृषि विपणन, लेखक - डा० पी०एन० श्रीवास्तव, डा० एम०के० सिन्हा ।
2. भारतीय कृषि अर्थशास्त्र के सिद्धान्त, लेखक - डॉ० शंकर लाल शाह ।

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PAPER – 302

Marketing Management

- Unit – I Meaning, functions and importance of Marketing Management, Principles of Marketing Management.
- Objectives of Marketing Management and different between Marketing Management and Sales Management.
- Unit – II Marketing Organisation : Meaning, needs, Principles, Organisation structure, marketing planning and programmes and marketing decisions.
- Unit – III Market Analysis : Meaning and definitions of market segmentation and its importance and objectives, consumer/buyers behaviour and motivation, sales forecasting and sales budget,
- Unit – IV Product : Meaning, definition and classifications of product, Product mix, Product planning and development, product elimination, development of new products, Branding, Packaging and Labelling.
- Unit – V Marketing in India : Product exchange, Hedging State marketing and Marketing of Agricultural goods in India.

Books Recommended :

- 1- Marketing Management written by Philip Kotler,
- 2- Fundamentals of Marketing by William J. Stanton and Charles Futrell.
3. विपणन प्रबन्ध द्वारा एस.के. गुप्ता
- 4- विपणन संगठन एवं प्रबन्ध द्वारा जगदीश प्रसाद

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PAPER – 303

PRACTICAL

- 1- Study of the price spread of various agricultural commodities.
- 2- Visit in different types of markets and study of the main functions of them.
- 3- Prepare a report on various Agricultural goods marketing.