

**DEPARTMENT OF HIGHER EDUCATION**

**U.P. GOVERNMENT, LUCKNOW**



**NEW EDUCATION POLICY-2020**

**Common Minimum Syllabus for U.P.  
State University and College  
for First Three Years of Higher Education (UG)**

**OF**

**AGRICULTURAL MARKETING**



**National Education Policy-2020**  
**Common Minimum Syllabus for U.P. State Universities**  
**SUBJECT: AGRICULTURAL MARKETING (B.A.)**

<b>Name</b>	<b>Designation</b>	<b>Affiliation</b>
<b>Steering Committee</b>		
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Dr. Sanjay Jain	Associate Professor, Department of Statistics	St. John’s College, Agra

**Syllabus Developed by:**

<b>S. No.</b>	<b>Name</b>	<b>Designation</b>	<b>College/ University</b>
1	Dr Anil Kumar	Professor Agricultural Economics	GBPUA&T, Panatnagar, U.S. Nagar, Uttarakhand
2	Dr Krishna Kumar Singh	Associate Professor Agricultural Economics	ANDUA&T, Kumarganj Faizabad, U.P.
3	Dr Subhash Chandra	Assistant Professor Agricultural Economics	Balwant Vidyapeeth Rural Institute, Bichpuri, Agra, U.P.

## **B. A. in Agricultural Marketing**

### **Subject prerequisites: No**

### **Programme outcomes (POs)**

The Course is designed for the students pursuing graduation with Agricultural Marketing in regular mode. After completing 3-year programme students will gain knowledge about the principles and practices of agricultural marketing in India. Specifically they will learn market, market structure, marketing functions and functionaries, marketing channels, price spread and efficiency, market regulation and pricing. They will also have an understanding of demand creation, sales promotion, marketing management, international trade and entrepreneurship. In the Fifth Semester it is proposed to have Project keeping in the spirit of the New Education Policy 2020 to introduce research at the graduation level. The structure of syllabus is based on the template of UGC proposed for the CBCS for undergraduates with agricultural marketing.

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### **Programme specific outcomes (PSOs)**

After completing 3-year programme with Agricultural Marketing students will be able to learn-

<b>PSO 1</b>	This course is designed to explore conceptual framework of marketing, agricultural marketing and marketing of agricultural commodities, marketing function and functionaries, challenges and prospects for improving agricultural marketing system.
<b>PSO 2</b>	This course provides ability of student to understanding of agricultural products, consumer behavior, price dynamics and role of government in regulation of agricultural markets.
<b>PSO 3</b>	Course contains will help to understand comprehensively about agricultural sector as an agribusiness activities and relations with domestic and international trade policies and the institutions involved in agricultural marketing.
<b>PSO 4</b>	The course provides ability to understand sales promotion and management in agricultural marketing, e-marketing, future marketing and role of contract farming, SHG, marketing information, marketing intelligence in agricultural marketing.
<b>PSO 5</b>	Finally the student will have the ability to start their own business activities and establish themselves as an entrepreneurial leader in the field of agricultural marketing.

## List of all papers in all six semesters

### Semester-wise Titles of the Papers in B. A. (Agricultural Marketing)

Year	Sem.	Course code	Paper Title	Theory/ Practical	Credits
FIRST YEAR	I	A460101T	Fundamental of Agricultural Marketing	Theory	6
	II	A460201T	Organizational Structure of Agricultural Marketing	Theory	4
	II	A460202P	Study of Marketing Channels	Practical	2
SECOND YEAR	III	A460301T	Agricultural Price Policies	Theory	6
	IV	A460401T	Sales Promotion and Management	Theory	4
	IV	A460402P	Demand and Supply of Agricultural Commodity	Practical	2
THIRD YEAR	V	A460501T	Marketing Research Costing and Information	Theory	5
	V	A460502T	Marketing Management	Theory	5
	V	A460503R	Study in the area of agricultural marketing-I	Project	3
	VI	A460601T	Advances in Agricultural Marketing	Theory	4
	VI	A460602T	International Trade and Export Management	Theory	4
	VI	A460603P	Price Spread	Practical	2
	VI	A460604R	Study in the area of agricultural marketing-II	Project	3

**DETAIL SYLLABUS FOR  
CERTIFICATE COURSES IN AGRICULTURAL MARKETING  
B.A. I**

**B.A.First Year, Semester- I**  
**Course- I**  
**(Theory)**

Programme/Class:Certificate	Year: First	Semester: First
Subject: <b>Agricultural Marketing</b>		
Course Code:A460101T	Course title: <b>Fundamental of Agricultural Marketing</b>	
<p><b>Course outcomes:</b>  After completing this course a student will have:</p> <ul style="list-style-type: none"> <li>• The aim of the course is to give the exposure on the concept of market and marketing of agricultural commodities, challenges and prospects for improving agricultural marketing system.</li> <li>• Ability to understand agriculture marketing and economic development along with ideal system of marketing.</li> <li>• Ability to proper understanding about marketed and marketable surplus,the method and techniques to calculate marketed and marketable surplus.</li> <li>• Gain skills to analyze market functions and functionaries associated with the field of agricultural marketing.</li> <li>• Ability to understand the variousmarketing channels and marketing of various agricultural products.</li> </ul>		
Credits:6		Course compulsory/Elective
Max. Marks:25+75		Min. Passing Marks:40
Total No. of Lectures-Tutorials-Practical(in hours per week):6		
Unit	Topics	No. of Lectures
I	Agricultural Marketing: Meaning and Definition of market, marketing and agricultural marketing, components of market, scope and subject-matter of agriculture marketing, difference in marketing of agricultural and manufactured goods.	12
II	Classification of market: On the basis of location, area, time span, volume of transactions, nature of transactions, number of commodities, degree of competition, nature of commodities, stage of marketing etc.	12
III	Agriculture Marketing and Economic Development: Importance and need of agricultural marketing, characteristics of developed markets and ideal system of agricultural marketing	10
IV	Marketed and marketable surplus, Methods of calculations and measures to increase marketable surplus in India.	11
V	Marketing Functions: Meaning and classification ; exchange functions- buying and selling; physical function-warehousing, transportation, processing; facilitating function-standardization and grading, packaging, quality control and labelling (AGMARK), financing and risk management.	12

VI	Market functionaries: From producer to consumer, whole seller, retailer, broker, commission agent, speculators processors, financing institutions need and importance of intermediaries.	12
VII	Marketing Channel: Meaning and definition of marketing channel; number of channel level; marketing channel for different farm products; factors affecting marketing channels.	11
VIII	Marketing of various agricultural products in India with special references to: i)Cereals ii)Fruit and vegetables iii) Milk and milk products	10

**Suggested readings:**

- 1- Acharya, S.S. and N.L. Agrawal, Agricultural Marketing in India, Oxford and IBH, New Delhi, 2006.
- 2-Amarchand, D. and B. Varadharajan, Introduction to marketing, Vikas Publishing House Private Ltd., New Delhi.
- 3-Singhal, A.K., Agricultural Marketing in India, Anmol Publications, New Delhi.
- 4- Prasad A. Shivarama, Agricultural Marketing in India, Mittal Publications, New Delhi.
- 5-Jagadish Prasad, Encyclopedia of Agricultural Marketing, Mittal Publishers Pvt. Limited, Bombay.
- 6- Kohls, R.L. and J.N. Uhl, Marketing of Agricultural Products, Macmillan Publishing Company Inc., New York.
- 7- Nayyar, H. and P. Ramaswamy, Globalisation and Agricultural Marketing, Rawat publications, Jaipur.
- 8-Gupta, A.P., Marketing of Agricultural Produce in India, Vora and Co. Publishers Pvt. Limited, Bombay.
- 9-Kulkarni, K.R., Agriculture Marketing in India.
- 10-Yadav S.S.,KrishiVipran, Sublime publication, Jaipur,1995. (Hindi)
- 11-Agrawal A. N., Bharat me krishivipranevamanterashtriyavyapar, Rajasthan Hindi GranthAcademy,Jaipur. (Hindi)
- 12- Agrawal A. N., Bhartiyakrishikaarthatnatra, Rajasthan Hindi GranthAcademy, Jaipur, 2015.(Hindi)

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods:**

Internal Assessments	Marks
Class Interaction	5
Assignment/Seminar	10
Quiz/short and long questions	10

**Course prerequisites:** No

**Suggested equivalent online courses:**

SWAYAM/MOOCs/COURSERA/E-PATHSAHLA

**B.A. First Year, Semester-II**  
**Course-I**  
**(Theory)**

Programme/Class: Certificate		Year: First	Semester: Second
Subject: <b>Agricultural Marketing</b>			
Course Code:A460201T		Course title: <b>Organizational Structure of Agricultural Marketing</b>	
<b>Course outcomes:</b> After completing this course a student will have:			
<ul style="list-style-type: none"> <li>• Understand the agricultural marketing in India past, present and future prospects, problems and their suitable measures of the field of agricultural marketing.</li> <li>• Ability to understand the agricultural market structure, organizational structure concept and term associated with the agricultural marketing along with their relevance.</li> <li>• Ability to understand the marketing policies and legislation and credit linked with marketing along with their relevance.</li> <li>• Ability to understand the overview of cooperative marketing and regulated market, NAFED, APMC (Mandi Samiti) and FCI etc.</li> </ul>			
Credits:4		Course compulsory/Elective	
Max. Marks:25+75		Min. Passing Marks:40	
Total No. of Lectures-Tutorials-Practical (in hours per week):4			
Unit	Topics		No. of Lectures
I	Agricultural marketing in India, past experiences, present and future prospects. Problems of agricultural marketing in India and their suitable measures.		7
II	Agricultural Market Structure: Meaning; components of market structure; dynamics of market structure-conduct and performance.		7
III	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.		8
IV	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 and DMI.		8
V	Cooperative Marketing: Need of cooperative marketing, organization of cooperative marketing and its function, cooperative marketing and private marketing institution, linking credit with cooperative marketing		8



VI	Cooperative marketing in India-National Agriculture Cooperative Marketing Federation (NAFED): Genesis, objectives and functions.	7
VII	Regulated and un-regulated markets, regulated market in UP, role of regulated market their organization, problems and prospects.	8
VIII	APMC regulated markets: Type and function of APMC (Mandi Samiti); direct marketing, Food Corporation of India (FCI).	7

**Suggested Readings:**

1. Acharya, S.S. and N.L. Agarwal, Agricultural Marketing in India, Oxford and IBH, New Delhi, 2006.
2. Amarchand, D. and B. Varadharajan, Introduction to marketing, Vikas Publishing House Private Ltd., New Delhi.
3. Acharya, S.S, Agricultural Production, Marketing and price policy- A study of Pulses, Mittal Publications, New Delhi.
4. Singhal, A.K., Agricultural Marketing in India, Anmol Publications, New Delhi.
5. Prasad A. Shivarama, Agricultural Marketing in India, Mittal publications, New Delhi.
6. Jagadish Prasad, Encyclopedia of Agricultural Marketing, Mittal Publishers Pvt. Limited, Bombay.
7. Memoria, C.B., Joshi, R.L. and Mulla, N.I., 2003, Principles and Practice of Marketing in India, KitabMahal, New Delhi.
8. Pandey Mukesh and Tewari, Deepali, 2004, Rural and Agricultural Marketing, International Book Distributing Co. Ltd, New Delhi.
9. Ghosh, A.B., Price trends and policies in India.
10. Agricultural Legislation in India, Govt. of India, Govt press, New Delhi.
11. Yadav S.S., Krishi Vipran, Sublime publication, Jaipur, 1995. (Hindi)
12. Agrawal A. N., Bharat me krishivipranevamanterashtriyavyapar, Rajasthan Hindi Granth Academy, Jaipur. (Hindi)
13. Mathur B. S., Bharat me Sahkarita, Sahitya Bhawan Publishers, Agra. (Hindi)
14. Agrawal A. N., Bhartiya krishika arthatnatra, Rajasthan Hindi Granth Academy, 2015. (Hindi)

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods:**

Internal Assessments	Marks
Class Interaction	5
Assignment/Seminar	10
Quiz/short and long questions	10

**Course prerequisites:** No

**Suggested equivalent online courses:**

SWAYAM/MOOCs/COURSERA/E-PATHSHALA.

**B.A. First Year, Semester-II**  
**Course-II**  
**(Practical)**

Programme/Class: Certificate	Year: First	Semester: Second
Subject: <b>Agricultural Marketing</b>		
Course Code: A460202P	Course title: <b>Study of marketing channels</b>	
<b>Course outcomes:</b> This course enables to understand various marketing function, marketing channel, role of intermediaries and marketing margin of intermediaries for selected agricultural commodities.		
Credits:2	Course compulsory/Elective	
Max. Marks:25+75	Min. Passing Marks:40	
Total No. of Lectures-Tutorials-Practical (in hours per week):2		
Unit	Topics	No. of Lectures
I	Review of agricultural marketing concept and study of various marketing functions for agricultural commodity.	20
II	To study of marketing channels of selected agricultural commodity. <ul style="list-style-type: none"> <li>• Meaning and concept marketing channel.</li> <li>• Purpose and need of marketing channel.</li> <li>• Justification of marketing channel.</li> <li>• Advantage of marketing channel.</li> <li>• Structure of marketing channel.</li> </ul>	20
III	To study about intermediaries in marketing channel. <ul style="list-style-type: none"> <li>• Meaning of marketing intermediaries and classification.</li> <li>• Role of intermediaries in marketing channel.</li> <li>• Marketing margin of intermediaries.</li> </ul>	20
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Acharya, S.S. and N.L. Agarwal, Agricultural Marketing in India, Oxford and IBH, New Delhi.</li> <li>2. Amar chand, D. and B. Varadharajan, Introduction to marketing, Vikas Publishing House Private Ltd., New Delhi.</li> <li>3. Acharya, S.S, Agricultural Production, Marketing and price policy- A study of Pulses, Mittal Publications, New Delhi.</li> <li>4. Singhal, A.K., Agricultural Marketing in India, Anmol Publications, New Delhi</li> <li>5. Prasad A. Shivarama, Agricultural Marketing in India, Mittal publications, New Delhi.</li> <li>6. Yadav S.S.,KrishiVipran, Sublime publication, Jaipur,1995 (Hindi)</li> <li>7. Agrawal A. N., Bharat me krishivipranevamanterashtriyavyapar, Rajasthan.Hindi</li> </ol>		

GranthAcademy,Jaipur (Hindi) 8. Agrawal A. N., Bhartiyakrishikaarthatnatra, Rajasthan Hindi Granth Academy,Jaipur,2015 (Hindi)
This course can be opted as an elective by the students of following subjects: Open for all
<b>Suggested Continuous Evaluation Methods: (25marks)</b> Practical file/record, presentation/seminar, content and use of proper technique/method, class activities and overall performance and Viva-voce.
Course prerequisites: No

**DETAIL SYLLABUS FOR  
DIPLOMA COURSES IN AGRICULTURAL MARKETING  
B.A. II**

**B.A. Second Year, Semester-III**  
**Course-I**  
**(Theory)**

Programme/Class: Diploma	Year: Second	Semester: Third
Subject: <b>Agricultural Marketing</b>		
Course Code: A460301T	Course title: <b>Agricultural Price Policies</b>	
<p><b>Course outcomes:</b>  After completing this course a student will have:</p> <ul style="list-style-type: none"> <li>• Ability to understand the concept of agricultural prices, functions, price determination, price fluctuations and their remedies and price index along with their relevance.</li> <li>• To get knowledge about demand and supply, factor affecting the demand and supply of farm product and effect of demand and supply on market price.</li> <li>• Proper understanding the concept of price inflation, terminologies associated with the inflation and to identify the appropriate method for solving price inflation problems along with their relevance.</li> <li>• Understand the agriculture price policies involved in agricultural marketing, CACP, administrative prices, PDS etc.</li> </ul>		
Credits:6		Course compulsory/Elective
Max. Marks:25+75		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical(in hours per week):6		
Unit	Topics	No. of Lectures
I	Agricultural Prices: Meaning and concept of agricultural prices, function and importance of prices. Determination in modern marketing system. Different types of price and factors affecting prices.	12
II	Demand and supply of agricultural produce. Demand for farm products, spatial 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 on market price.	12
III	Functions of price-Determination of price under perfect and imperfect markets, producer's market price, wholesale market price and guarantee of support price.	11
IV	Price fluctuation and their remedies, price control and rationing, price discrimination, dumping, speculation and price index.	12
V	Price Inflation: Meaning, type of price inflation, effect of price inflation and suitable measure to minimize price inflation.	10
VI	Agricultural Price policies: Review of price policy for foodgrains	11

	since independence, price policies and complements policies of control on suppliers and distributors.	
VII	Commission for Agriculture cost and prices (CACP) objectives function and role in stabilization of agriculture prices.	11
VIII	Administrative Prices: Minimum Support Price (MSP); Statutory Minimum Price; Procurement Price; buffer stock; Issue Price and Public Distribution System (PDS).	11

**Suggested Readings:**

1. Acharya, S.S. and Agarwal, N.L., Agricultural Marketing in India.
2. Acharya, S.S. and N.L. Agarwal, Agricultural Prices- Analysis and Policy, Oxford and IBH, New Delhi.
3. Kahlon, A.S. and M.V. George, Agricultural Marketing and Price Policies, Allied Publishers Private Limited, New Delhi.
4. Ghosh, A.B., Price trends and policies in India.
5. Arora V.P.S., KrishiVipranEvamKimatVishleshn,PrakashanNideshalaya ,GBPUA&T, Pantnagar. (Hindi)
6. SahS.L.BhartiyaKrishiArthshastrakeSiddhant, prakashannideshalaya, GBPUA&T, pantnagar. (Hindi)
7. Yadav S.S., KrishiVipran, Sublime Publication, Jaipur. (Hindi)

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods:**

Internal Assessments	Marks
Class Interaction	5
Assignment/Seminar	10
Quiz/short and long questions	10

**Course prerequisites:** No

**Suggested equivalent online courses:**

SWAYAM/MOOCs/COURSERA/E-PATHSHALA

**B.A. Second Year, Semester-IV**  
**Course-I**  
**(Theory)**

Programme/Class: Diploma	Year: Second	Semester: Fourth
Subject: <b>Agricultural Marketing</b>		
Course Code: A460401T	Course title: <b>Sales Promotion and Management</b>	
<p><b>Course outcomes:</b>  After completing this course a student will have:</p> <ul style="list-style-type: none"> <li>• Understand the fundamental of management with references to sales promotion, demand creation, sales organization and their relevance in agribusiness.</li> <li>• Understand the concept of advertising and publicity in the field of agricultural marketing, sales promotion and their relevance.</li> <li>• Ability to understand the concept and role of salesman ,personal selling and sales manager and its type and importance in sales promotion</li> <li>• Learn the concept and process of control and supervision, evaluation, planning, sales convention and conference with references to the field of sales promotion and management.</li> </ul>		
Credits:4		Course compulsory/Elective
Max. Marks:25+75		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical(in hours per week)		
Unit	Topics	No. of Lectures
I	Meaning of demand creation, different methods of sales promotion, personal solicitation, sampling demonstration.	8
II	Advertising: Meaning and definition, characteristics, objectives, difference between advertising and publicity, advantage and disadvantage, limitations and evaluation of advertising effectiveness.	8
III	Sales organizations: Meaning and definition, principles, form and functions of sales organizations	7
IV	Salesman: Type and qualities of a successful salesman, training and role of salesman on demand creation.	7
V	Personal selling: Meaning and definitions, characteristics, nature, type, selling process, importance and limitations.	8
VI	Sales Manager: Functions of sales manager, its importance and role in sales promotion.	8
VII	Control and supervision: Meaning and definition, nature, objectives, scope or area, method and means, need and importance of control. Evaluation and stimulation of salesman.	7
VIII	Planning: Meaning and definition, characteristics, type, technique or process of planning, scope and advantages of planning, sales convention and conference.	7

**Suggested Readings:**

1. Chandrasekar, K.S., Marketing management-Text and Cases, Tata McGraw Hill-Vijaynicole, 2010.
2. Kotler and Armstrong, Principles of Marketing, Pearson Prentice-Hall, 2005.
3. Philip Kotler and Kevin Lane Keller, Marketing Management, 2012, PHI 14th Edition.
4. Rajan Sexena, Marketing Management, Tata McGraw- Hill Education, 2005.
5. Chabra and Grover, Marketing Management, Dhanpatrai and Co. New Delhi, 2012.
6. Agrawal R. C. and Kothari N. S., Vipran Prabandh, SBPD Publishing, Agra. (Hindi)
7. Sudha G.S., Prabandhansiddhantevamkala, University of Book House Priv. Ltd, Jaipur. (Hindi)
8. Sharma D. C, and Baijal V. M., Vipran Prabandh, Kitab Mahal, Allahabad. (Hindi)

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods:**

Internal Assessments	Marks
Class Interaction	5
Assignment/Seminar	10
Quiz/short and long questions	10

**Course prerequisites:** No

**Suggested equivalent online courses:**

SWAYAM/MOOCs/COURSERA/E-PATHSHALA



**B.A. Second Year, Semester-IV**  
**Course-II**  
**(Practical)**

Programme/Class: Diploma	Year: Second	Semester: Fourth
Subject: <b>Agricultural Marketing</b>		
Course Code: A460402P	Course title: <b>Demand and supply of agricultural commodity</b>	
<b>Course outcomes:</b>		
This course provides ability to understand agricultural production in economic terms and the concept of demand and supply, elasticity of demand and supply and role in price determination of agricultural commodities. This paper also enables students to understand seasonal variations in prices and time series analysis for agricultural commodities.		
Credits:2		Course compulsory/Elective
Max. Marks:25+75		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical(in hours per week):0-0-2 (4hours)		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
I	Study of farm harvest prices for selected agricultural commodities. Collection of data on arrivals and prices of selected agricultural produce from primary, secondary and regulated markets.	20
II	Study of seasonal variations in prices of selected agricultural commodities. Time series analysis with specific agricultural commodities.	20
III	Calculation of Demand and supply, elasticity of demand and supply of selected agricultural commodities.	20
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Acharya, S.S. and Agarwal, N.L., Agricultural Marketing in India, Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi, 2006.</li> <li>2. Acharya, S.S. and N.L. Agarwal, Agricultural Prices- Analysis and Policy, Oxford and IBH, New Delhi, 1994.</li> <li>3. Subbareddy, S and <i>et. Al.</i>, Agricultural Economics. Oxford &amp; IBH Publ. Co.(P), New Delhi, 2005.</li> <li>4. Lekhi, R. K. And Jogindr Singh, Agricultural Economics. Kalyani Publishers, Delhi, 2006.</li> <li>5. Arora V.P.S., KrishiVipranEvamKimatVishleshn, PrakashanNideshalaya , GBPUA&amp;T, Pantnagar. (Hindi)</li> <li>6. Sah S.L. Bhartiya Krishi Arthshastrake Siddhant, PrakashanNideshalaya , GBPUA&amp;T, Pantnagar. (Hindi)</li> <li>7. Yadav S.S., KrishiVipran, Sublime Publication, Jaipur. (Hindi)</li> </ol>		
This course can be opted as an elective by the students of following subjects: Open for all		
<b>Suggested Continuous Evaluation Methods: (25marks)</b>		
Practical file/record, presentation/seminar, content and use of proper technique/method, class activities and overall performance and Viva-voce.		
Course prerequisites: No		

**DETAIL SYLLABUS FOR  
DEGREE COURSES IN AGRICULTURAL MARKETING  
B.A. III**

**B.A. Third Year, Semester-V**  
**Course-I**  
**(Theory)**

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: <b>Agricultural Marketing</b>		
Course Code: A460501T	Course title: <b>Marketing Research Costing and Information</b>	
<p><b>Course outcomes:</b>  After completing this course a student will have:</p> <ul style="list-style-type: none"> <li>• Ability to understand the concept, step, type and skills to conduct marketing research.</li> <li>• Understand the concept of the project, data, report writing, schedule and questionnaire associated with the field of marketing research.</li> <li>• Enable the students to prepare their own project proposal and understand the quality of research studies.</li> <li>• Ability to understand marketing cost and margin, type and importance appropriate method and techniques to calculate along with their relevance.</li> <li>• Understand the concept of marketing efficiency and market integration and to identify the appropriate method and techniques to calculate market efficiency and their relevance.</li> <li>• Gain skills to analyze market information, intelligence and their importance in the field of agricultural marketing.</li> </ul>		
Credits:5	Course compulsory/Elective	
Max. Marks:25+75	Min. Passing Marks:40	
Total No. of Lectures-Tutorials-Practical(in hours per week): 5		
Unit	Topics	No. of Lectures
I	Marketing Research: Meaning and definition, scope research process, step in marketing research. Approaches to economic analysis-basic and applied research type of marketing research.	9
II	Project: Meaning and definition; project cycle; formulation; appraisal, implementation; evaluation-benefit-cost analysis.	10
III	Data: Meaning, type, source of data, methods of data collection, analysis, writing of reports. Schedule and questionnaires: meaning, preparation, Characteristics, merits and demerits.	10
IV	Marketing Cost: Meaning and importance of marketing cost, factors affecting marketing cost, measures of reducing marketing cost.	9
V	Marketing Margin: Meaning and definition of marketing margins, importance, kinds of marketing margins. Marketing cost and margins of agricultural marketing.	10
VI	Marketing Efficiency: Definition of market efficiency, factors	9

	effecting marketing efficiency, efficient marketing, types of marketing efficiency, and methods of finding out marketing efficiency.	
VII	Market Integration: Meaning, types of integration, degree of integration and measurements of integrations.	9
VIII	Marketing Information: Importance of marketing information, intelligence, source of information, existing set up of market intelligence in India, improvement in existing schemes.	9

**Suggested Readings:**

1. Acharya, S.S. and N.L. Agarwal, Agricultural Marketing in India, Oxford and IBH, New Delhi.
2. Singhal, A.K., Agricultural Marketing in India, Anmol Publications, New Delhi.
3. Prasad A. Shivarama, Agricultural Marketing in India, Mittal Publications, New Delhi.
4. Jagadish Prasad, Encyclopedia of Agricultural Marketing, Mittal Publishers Pvt. Limited, Bombay.
5. Kohls, R.L. and J.N. Uhl, Marketing of Agricultural Products, Macmillan Publishing Company Inc., New York.
6. Alexander, Market Intelligence.
7. Fox, Market Information system.
8. Subba Reddy, S., P. Raghu Ram, T.V. NeelakantaSastry and I. Bhavani Devi, Agricultural Economics, Oxford and IBH Publishing Co. Ltd., New Delhi.
9. Vasant Desai, Project Management, Himalaya Publishing House, New Delhi.
10. Gittinger, J.P., Economic Analysis of Agricultural Projects, Johns Hopkins University Publications.
11. Aaker, David, V. Kumar and George Day, Marketing Research, 8th edition, John Wiley & Sons.
12. Kotler P., Marketing management, 10th edition.
13. Kothari C.R., Research Methodology, New Age International Publishers, New Delhi.
14. Yadav S.S.,KrishiVipran, Sublime publication, Jaipur,1995. (Hindi)
15. Agrawal A. N., Bharat me KrishiVipranEvamAnterashtriyaVyapar, Rajasthan Hindi Granth Academy. (Hindi)
16. Agrawal A. N., BharatKrishikaArthatnatra, Rajasthan Hindi Granth Academy,2015. (Hindi)

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods:**

Internal Assessments	Marks
Class Interaction	5
Assignment/Seminar	10
Quiz/short and long questions	10

**Course prerequisites:** No

**Suggested equivalent online courses:**

SWAYAM/MOOCs/COURSERA/E-PTHSHALA

**B.A. Third Year, Semester-V**  
**Course-II**  
**(Theory)**

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: <b>Agricultural Marketing</b>		
Course Code: A460502T	Course title: <b>Marketing Management</b>	
<p><b>Course outcomes:</b>  After completing this course a student will have:</p> <ul style="list-style-type: none"> <li>• Understand the fundamental of Marketing and sales Management along with the basic laws and norms of Marketing Management in agribusiness and society.</li> <li>• Enlighten the marketing Organizational concept and marketing decision in the field of Marketing Management and their relevance.</li> <li>• Ability to identify the appropriate method of Marketing analysis and sales forecasting.</li> <li>• Relate marketing mix as a framework for marketing decision making.</li> <li>• Able to develop marketing strategies based on product, price, place and promotion objectives.</li> <li>• Ability to apply basic business management principles to solve agribusiness and agricultural industry related problems.</li> <li>• Understanding the concept of product identification; branding, trade mark, packaging and labeling importance and advantages etc.</li> </ul>		
Credits:5		Course compulsory/Elective
Max. Marks:25+75		Min. Passing Marks:40
Total No. of Lectures-Tutorials-Practical(in hours per week):5		
Unit	Topics	No. of Lectures
I	Marketing Management: Meaning, definition and importance of marketing management, principles of marketing management. Objectives of marketing management and difference between marketing and sales management.	10
II	Marketing organization: Meaning needs, principles, organization structure.	9
III	Marketing planning: Meaning and definition, nature and importance, types of planning, steps in planning and limitations of planning.	10
IV	Marketing decision: Meaning and definition, nature, characteristics, scientific process use in marketing decision and factor affecting in marketing decision.	9
V	Marketing analysis: Meaning and definition of Marketing segmentation importance, objectives, consumer/buyers	10

	behavior and motivation, sales forecasting.	
VI	Product: Meaning definition and classification of product, product mix, product planning and development, product elimination, development of new product.	9
VII	Marketing mix: Meaning and definition, elements of marketing mix, 4P's of marketing mix and factors affecting marketing mix.	9
VIII	Product Identification: Branding, trade mark packaging, labeling; meaning, characteristics, type, classification, importance and advantages.	9

**Suggested Readings:**

1. Philip Kotler and Kevin Lane Keller, 2012, Marketing Management, PHI 14th Edition.
2. Kotler and Armstrong, 2005, Principles of Marketing, Pearson Prentice-Hall.
3. RajanSexena, 2005, Marketing Management, Tata McGraw-Hill Education.
4. Samuel C. Certo and TervisCerto, 2012, Modern management: concepts and skills, Pearson education, 12th edition.
5. Kohls Richard, L. And UhlJosheph, N., 2002, Marketing of Agricultural Products, Prentice-Hall of India Private Ltd., New Delhi
6. Sherlekar, Marketing Management, Himalaya Publishing House, New Delhi.
7. Sontakki, 2005, Marketing Management, Kalyani Publishers, New Delhi.
8. Agrawal R. C. and Kothari N. S., VipranPrabandh, SBPD Publishing , Agra. (Hindi)
9. Sudha G.S., Prabandhansiddhantevamkala, University of Book House Priv. Ltd, Jaipur. (Hindi)
10. Sharma D. C, and Baijal V. M., VipranPrabandh, KitabMahal , Allahabad. (Hindi)

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods:**

Internal Assessments	Marks
Class Interaction	5
Assignment/Seminar	10
Quiz/short and long questions	10

**Course prerequisites:** No

**Suggested equivalent online courses:**

SWAYAM/MOOCs/COURSERA/E-PATHSAHLA

**B.A. Third Year, Semester-V**  
**Course-III**  
**(Project)**

Programme/Class: Degree	Year: Third	Semester: Fifth
Subject: <b>Agricultural Marketing</b>		
Course Code: A460503R	Course title: <b>Study in the area of agricultural marketing-I</b>	
<b>Course outcomes:</b>		
To study the basic characteristics of project, project formulation, how to develop questionnaire/schedule, collection of data/information, collate, tabulation, analysis of data and write project/dissertation. To enable the students to make a research study of a current problem in agricultural marketing and prepare a report. This course provides ability of the students to study problems/emerging issues of agricultural marketing. The students will have ability to formulate project and write dissertation/project that is related with various important issues and challenges.		
Credits:3	Course compulsory/Elective	
Max. Marks:25+75	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week):0-0-3		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
	The student will select a topic in the area of agricultural marketing in consultation with teacher keeping in mind the feasibility of the study. A brief questionnaire cum schedule relating to the problems will be prepared with the guidance of teacher. The collected required information will be collated, tabulated and analyzed and complete the writing of project work under supervision of consent teacher.	( project work)
	Project meaning and definition, Formulation of objectives, Preparation of questionnaire/schedule, Collection of data, collations and tabulation, analysis of information/data and method of Report writing.	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Kothari, C.R: Research Methodology: Methods &amp; Techniques. New Age International publishers, New Delhi.</li> <li>2. Vasant Desai, Project Management, Himalaya Publishing House, Mumbai, 1997.</li> <li>3. Bhavesh M. Patel, Project Management, Vikas Publishing House Pvt.Ltd., New Delh, 2000.</li> <li>4. Mattu P.K., Project Formulation in Developing Countries, MacMillan Company of India Limited, New Delhi, 2008.</li> <li>5. Mittal.AC, B.S. Sharma, Project Management, Vista International Publishing House, New Delhi, 2006.</li> <li>6. Nagarajan. K., Project Management, New age international (P) Ltd. New Delhi, 2001.</li> </ol>		

7. Narayan. B.,Project Management, A.P.H Publishing Corporation, New Delhi, 1999.
8. Joy. P.K.,Total Project Management, Macmillan India Limited,1994.
9. Acharya, S.S. and N.L. Agrawal, Agricultural Marketing in India, Oxford and IBH, New Delhi, 2006.
10. Agrawal A. N., Bharat me krishivpranevamanterashtriyavyapar, Rajasthan Hindi Granth Academy Jaipur. (Hindi)
11. Agrawal A. N., Bhartiyakrishikaarthatnatra, Rajasthan Hindi Granth Academy, Jaipur. (Hindi)
12. Singh J.P. SamajikAnusandhan Ki Vidhiya. (Hindi)

Refer: Research journals, Magazines, Libraries etc.

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods: (25 marks)**

Class Interaction and overall performance, projects report/dissertation evaluation, seminar/class presentation, quality content and proper use of research methodology and viva–voce.

Course prerequisites: No



**B.A. Third Year, Semester-VI**  
**Course-I**  
**(Theory)**

Programme/Class: Degree	Year: Third	Semester: Sixth
Subject: <b>Agricultural Marketing</b>		
Course Code: A460601T	Course title: <b>Advances in Agriculture Marketing</b>	
<p><b>Course outcomes:</b>  After completing this course a student will have:</p> <ul style="list-style-type: none"> <li>• Gain knowledge about forward trading and functioning of different institutions involved in agricultural marketing.</li> <li>• Understand the role and importance of E- marketing, methods, online marketing related to agricultural marketing.</li> <li>• Understand electronic marketing (e-NAM) and their components and advantages.</li> <li>• Ability to understand the concept of SHGs in marketing activities associated with the field of agricultural marketing and their relevance.</li> <li>• Ability to apply basic digital marketing principles to solve business and industry related issues and problems.</li> <li>• Course provides opportunities for the student to know overview of Contract Farming: concept, agencies, regulations and present status and functioning.</li> <li>• Ability to understand role of information technology in marketing of agricultural commodities - research-information service - e- auctions, and market extension related issues and problems.</li> </ul>		
Credits:4		Course compulsory/Elective
Max. Marks:25+75		Min. Passing Marks:40
Total No. of Lectures-Tutorials-Practical(in hours per week):5		
Unit	Topics	No. of Lectures
I	Forward Trading : Meaning and concept, advantage and disadvantage of forward trading; commodity for future trading	7
II	Institutions involved in futures trading – NCDX, MCX, and NMCE.	7
III	E- marketing: Meaning and definition, objectives, tools advantage and limitations, differences between E- marketing and traditional marketing.	8
IV	E marketing methods: E- choupals, online marketing, spot exchange. Study of web portals in agricultural marketing.	8
V	Future market- e-NAM: meaning, objectives, components and advantages.	7
VI	SHGs: Meaning, origin of SHGs, formation of SHGs-NGOs, developmental departments of the State Government and Banks, SHGs function, Marketing activities by SHGs, advantage of SHGs.	8

VII	Contract Farming: concept, agencies, regulations and present status.	7
VIII	Role of Information Technology and telecommunication in marketing of agricultural commodities - research-information service - e- auctions, Agmarknet and Market extension.	8

**Suggested Readings:**

1. Acharya, S.S., and Agarwal N.L., Agricultural prices- Analysis and policy, Oxford and IBH, New Delhi, 1994.
2. Jagadish Prasad, Encyclopedia of Agricultural Marketing, Mittal Publishers Pvt. Limited, Bombay, 1966.
3. Acharya S.S., Agricultural Production, Marketing and price policy- A study on Pulses, Mittal Publications, Delhi, 1988.
4. Nayyar, H. and Ramaswamy, P., Globalization and Agricultural Marketing, Rawat Publications, Jaipur, 1995.
5. Agrawal A. N., Bharat me krishivipranevamanterashtriyavyapar, Rajasthan Hindi Granth Academy Jaipur. (Hindi)
6. Agrawal A. N., Bhartiyakrishikaarthatnatra, Rajasthan Hindi Granth Academy, Jaipur. (Hindi)

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods:**

Internal Assessments	Marks
Class Interaction	5
Assignment/Seminar	10
Quiz/short and long questions	10

**Course prerequisites:** No

**Suggested equivalent online courses:**

SWAYAM/MOOCs/COURSERA/E-PATHSHALA

**B.A. Third Year, Semester-VI**  
**Course-II**  
**(Theory)**

Programme/Class: Degree	Year: Third	Semester: Sixth
Subject: <b>Agricultural Marketing</b>		
Course Code: A460602T	Course title: <b>International Trade and Export Management</b>	
<b>Course outcomes:</b>		
After completing this course a student will have:		
<ul style="list-style-type: none"> <li>• Understand the concept of international trade, free trade, dumping, tariffs, subsidies-Green, Blue and Red boxes and their advantage and disadvantage.</li> <li>• Ability to understand the concept of E- marketing, methods, online marketing associated with the field of agricultural marketing and their relevance.</li> <li>• Understand the overview of WTO and AoA, foreign trade, export management and their relevance in international trade.</li> <li>• Ability to understand the role of government, institution-APEDA, MPEDA, commodity board trade agreement and EXIM policy associated with the international trade.</li> </ul>		
Credits:4	Course compulsory/Elective	
Max. Marks:25+75	Min. Passing Marks:40	
Total No. of Lectures-Tutorials-Practical(in hours per week):5		
Unit	Topics	No. of Lectures
I	International Trade: Meaning, nature, scope of international trade, trade in domestic and international market, advantage and disadvantage of international trade.	8
II	Free Trade: Meaning, advantage and disadvantage. Method of Protection-dumping, tariffs, subsidies-Green, Blue and Red boxes.	7
III	WTO- Genesis, objectives and functions, ministerial conference, impact of WTO on market access. Agreement on Agriculture (AoA) and its implications.	8
IV	Importance of foreign trade for developing economy, absolute and comparative advantage, foreign trade of India.	7
V	Export Management: Commodities exported from India, important importing countries and type of export-direct and indirect exports. Export promotion authorities.	8
VI	Role of Government in agricultural marketing: Public sector institution namely- APEDA, MPEDA and Government of Uttar Pradesh- their objectives and functions.	8
VII	Commodity Boards: Commodity board in India, function, objectives, kind of commodity board-Coffee Board, Tea	7

	Board, and Spices Board.									
VIII	International trade agreement. EXIM policy.	7								
<b>Suggested readings:</b> <ol style="list-style-type: none"> <li>1. Haberler, G., Theory of International Trade.</li> <li>2. Jain, Arunkumar, International Business.</li> <li>3. Jhingan, M.L., International Economics.</li> <li>4. PrancisCherunilam, International Trade and Export Management.</li> <li>5. Vaish, M.C., and Sudhamsingh, International Economics.</li> <li>6. Agrawal A. N., Bharat me krishivipranevamanterashtriyavyapar, Rajasthan Hindi Granth Academy Jaipur. (Hindi)</li> <li>7. Agrawal A. N., Bhartiyakrishikaarthatnatra, Rajasthan Hindi Granth Academy, Jaipur. (Hindi)</li> </ol>										
This course can be opted as an elective by the students of following subjects: Open for all										
<b>Suggested Continuous Evaluation Methods:</b> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Internal Assessments</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Class Interaction</td> <td>5</td> </tr> <tr> <td>Assignment/Seminar</td> <td>10</td> </tr> <tr> <td>Quiz/short and long questions</td> <td>10</td> </tr> </tbody> </table>			Internal Assessments	Marks	Class Interaction	5	Assignment/Seminar	10	Quiz/short and long questions	10
Internal Assessments	Marks									
Class Interaction	5									
Assignment/Seminar	10									
Quiz/short and long questions	10									
<b>Course prerequisites:</b> No										
<b>Suggested equivalent online courses:</b> SWAYAM/MOOCs/COURSERA/E-PATHSHALA										

**Course-III  
(Practical)**

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>Subject: Agricultural Marketing</b>		
Course Code: A460603P	Course title: <b>Price Spread</b>	
<b>Course outcomes:</b>		
This course enables students to understand concept of price spread and analysis marketing margins as a framework to establish marketing efficiency. Visit different type of agricultural marketing to study main function and prepare a report/assignment.		
Credits:2		Course compulsory/Elective
Max. Marks:25+75		Min. Passing Marks:40
Total No. of Lectures-Tutorials-Practical(in hours per week):0-0-2(4hours)		
Unit	Topics	No. of Lectures
I	Study of the price spread of specific agricultural commodities. <ul style="list-style-type: none"> <li>• Price spread: Meaning and definition.</li> <li>• Quantifying price spread at each level.</li> <li>• Quantifying and analysis of marketing margins at each intermediaries level.</li> </ul>	20
II	Visit in different types of markets and study of the main functions of them.	20
III	Estimation of marketed and marketable surplus of selected agricultural marketing.	20
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Acharya, S.S. and N.L. Agrawal, Agricultural Marketing in India, Oxford and IBH, Delhi.</li> <li>2. Amarchand, D. and B. Varadharajan, Introduction to marketing, Vikas Publishing House Private Ltd., New Delhi.</li> <li>3. Singhal, A.K., Agricultural Marketing in India, Anmol Publications, New Delhi.</li> <li>4. Prasad A. Shivarama, Agricultural Marketing in India, Mittal Publications, New Delhi.</li> <li>5. Yadav S.S., Krishi Vipran, Sublime publication, Jaipur, 1995</li> <li>6. Agrawal A. N., Bharat me krishivipranevamanterashtriyavyapar, Rajasthan Hindi Granth Academy, Jaipur. (Hindi)</li> <li>7. Agrawal A. N., Bhartiya krishika arthatnatra, Rajasthan Hindi Granth Academy, Jaipur, 2015. (Hindi)</li> </ol>		
This course can be opted as an elective by the students of following subjects: Open for all		
<b>Suggested Continuous Evaluation Methods: (25marks)</b>		
Practical file/record, presentation/seminar, content and use of proper technique/method, class activities and overall performance and Viva-voce.		
Course prerequisites: No		
Suggested equivalent online course.		

**B.A. Third Year, Semester-VI**

**Course-IV  
(Project)**

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>Subject: Agricultural Marketing</b>		
Course Code: A460604R	Course title: <b>Study in the area of agricultural marketing-II</b>	
<b>Course outcomes:</b>		
To enable the students to make a research study of a current problem in agricultural marketing and prepare a report. This course provides ability of the students to study problems of agricultural marketing. The students will develop the skills how to formulate project and write dissertation/project that is related with various important issues and challenges.		
Credits:3	Course compulsory/Elective	
Max. Marks:25+75	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical(in hours per week):0-0-3 (6hours)		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
	The student will select a topic in the area of agricultural marketing in consultation with teacher keeping in mind the feasibility of the study. A brief questionnaire cum schedule relating to the problems will be prepared with the guidance of teacher. The collected required information will be collated, tabulated and analyzed and complete the writing of project work under supervision of consent teacher.	(project work)
	Project meaning and definition, Formulation of objectives, Preparation of questionnaire/schedule, Collection of data, collations and tabulation, analysis of information/data and method of Report writing.	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Kothari, C.R: Research Methodology: Methods &amp; Techniques. New Age International publishers, New Delhi.</li> <li>2. Vasant Desai, Project Management, Himalaya Publishing House, Mumbai, 1997.</li> <li>3. Bhavesh M. Patel, Project Management, Vikas Publishing House Pvt.Ltd. New Delhi, 2000.</li> <li>4. Mattu P.K., Project Formulation in Developing Countries, MacMillan Company of India Limited, New Delhi, 2008.</li> <li>5. Mittal.AC, B.S. Sharma, Project Management, Vista International Publishing House, New Delhi, 2006.</li> <li>6. Nagarajan. K., Project Management, New age international (P) Ltd. New Delhi, 2001.</li> <li>7. Narayan. B., Project Management, A.P.H Publishing Corporation, New Delhi, 1999.</li> <li>8. Joy. P.K., Total Project Management, Macmillan India Limited, 1994.</li> <li>9. Singh J.P. Samajik Anusandhan Ki Vidhiya</li> </ol>		

10. Acharya, S.S. and N.L. Agrawal, Agricultural Marketing in India, Oxford and IBH, New Delhi, 2006.
11. Agrawal A. N., Bharat me KrishiVipranEvamAnterashtriyaVyapar, Rajasthan Hindi Granth Academy Jaipur. (Hindi)
12. Agrawal A. N., BhartiyaKrishiKaArthatnatra, Rajasthan Hindi Granth Academy, Jaipur. (Hindi)

Refer: Research journals, Magazines, Libraries etc.

This course can be opted as an elective by the students of following subjects: Open for all

**Suggested Continuous Evaluation Methods: (25 marks)**

Class Interaction and overall performance, projects report/dissertation evaluation, seminar/class presentation, quality content and proper use of research methodology and viva-voce.

Course prerequisites: No