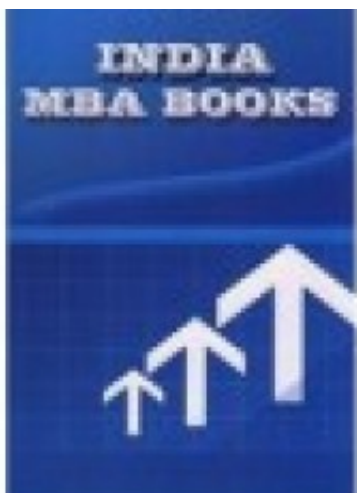


# Agri-Cultural Marketing Management



**Brand:** Mehta Solutions  
**Product Code:** 20IMG24GA4  
**Weight:** 0.00kg

**Price: Rs600**

## **Short Description**

**M D U UNIVERSITY Agri-Cultural Marketing Management**





**Description**

# **Agri-Cultural Marketing Management SOLVED PAPERS AND GUESS**

**Product Details: M D U UNIVERSITY Agri-Cultural Marketing Management**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **M D U UNIVERSITY** book solutions now mehta solutions brings top solutions for **M D U UNIVERSITY Agri-Cultural Marketing Management REPORT book** contains previous year solved papers plus faculty important questions and answers specially for **M D U UNIVERSITY**. questions and answers are specially design specially for **M D U UNIVERSITY** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

## **FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

Agri-Cultural Marketing Management

### UNIT - I

Agricultural marketing, agricultural marketing and economic development. Agricultural market structure, components and dynamics of market structure. Marketing strategy, formulation of marketing strategy. Agribusiness marketing environment, design of marketing mix, market segmentation and targeting. Determinants of consumer's behavior.

### UNIT - II

Product management, product management process and decisions. New product development- significance and classification of new product. Stages and estimation of demand of new product, product life cycle. Pricing policies and practices for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

### UNIT - III

Logistics- concepts, factors affecting logistics, objectives of logistics management, activities of logistics function order, processing, packaging, transport management inventory, warehousing etc.

### UNIT - IV

Promotional management, advertising, planning and execution. Sales promotion, grading and standardization. Distribution management- storage and warehousing, transportation. Management for agricultural products. Marketing agencies/intermediaries, roles and functions of marketing agencies.

## **Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**