



RANI CHANNAMMA UNIVERSITY

BELAGAVI

**REVISED CURRICULUM FRAMEWORK FOR
UNDER GRADUATE COURSE**

STRUCTURE & SYLLABUS OF BACHELOR OF ARTS

AGRICULTURE MARKETING

1ST TO 2ND Semesters

w.e.f.

Academic Year 2024-25 and Onwards

Submitted by

Chairman,
Board of Studies (UG),
Bachelor of Arts,
Rani Channamma University, Belagavi.

B.A. Program with Agricultural Marketing Subject

B.A. Agricultural Marketing as one of the optional subject syllabus (w.e.f. 2024-25 and onwards)

Sem.	Part	Paper	Title of Paper	Hours/ Week	Marks			Subject Credits
					IA	Exam	Total	
I	DSC	Theory	Micro	4	20	80	100	3
		Practical	Economics	4	10	40	50	2
	Total: Hours / Credits			8			150	5
II	DSC	Theory	Macro	4	20	80	100	3
		Practical	Economics	4	10	40	50	2
	Total: Hours / Credits			8			150	5

**B.A. AGRICULTURAL MARKETING
FIRST SEMESTER****Paper No. 1 (DSC 1): Micro Economics****Objectives:**

The objectives of this paper are to familiarize the students with economic behavior of consumers and producers, and production, cost and revenue functions and the determination of price and output in different markets, and to theories relating to rent and profits.

Unit-I: Introduction to Micro Economics**07 Hours**

Nature and Scope of Economics - Basic Economic Problems, Production Possibility Curve. Methods of Economics: Deductive & Inductive. Microeconomics vs Macroeconomics.

Unit-II: Theory of Consumer's Behaviour**15 Hours**

Demand-Meaning, Determinants, Law of Demand and its Exceptions; Elasticity of Demand - Demand Forecasting; Supply-Meaning, Determinants and Law of Supply; Elasticity of Supply; Movement along a Demand & Supply Curve; Theory of Consumer Behaviour- The law of diminishing marginal utility; Water-Diamond Paradox-Theory of Indifference Curve and Its Properties; Consumer Equilibrium; Consumers' Price Effect, Income Effect and Substitution Effect.

Unit-III: Production Theory & Costs**15 Hours**

Production Function- Short-run and Long-run; Law of Variable Proportions; Returns to scale; Characteristics of Isoquants and Isocost line; Cost Function- Different Concepts of Costs, Short-run and Long run Cost Analysis; Least cost combination of factors, Break-even-analysis.

Unit-IV: Market Structure and Pricing**15 Hours**

Concepts of Total, Average and Marginal Revenue; Perfect Competition-Equilibrium of the Firm and Industry; Monopoly-Equilibrium of the firm, Price discrimination; Monopolistic Competition-, Short-run and Long-run Equilibrium of the Firm and Group Equilibrium; Oligopoly- Features, Types of Oligopoly.

Unit-V: Factor Pricing and Distribution**08 Hours**

Marginal Productivity Theory of Distribution; Ricardian and Modern Theories of Rent, Quasi-rents, Wage Determinants. Theories of Profit - Dynamic Theory, Risk and Uncertainty Theory and Schumpeterian Theory of Profit. Marxian theory of distribution.

Practical Syllabus:

1. Construction of Demand Curve.
2. Construction of Supply Curve.
3. Visit to Local Markets.
4. Study and Different Types of Market.
5. Visit to Super Market and Bigbazar

References:

- 1) Mankiw, G. N., "Principles of Microeconomics", Cengage Learning India Pvt Ltd, 7th ed 2015 Company, 8th Edition, 2010
- 2) Ahuja, H.L. (2017): Modern Micro Economics, S. Chand & Company Ltd New Delhi
- 3) Dwivedi, D. N. (2016): Micro Economics Theory and Applications, 3rd Edition, Vikas Publishing.
- 4) Jhingan, M. L. (2017): Micro Economic Theory, Vrinda Publication, Pvt, Delhi.
- 5) Koutsoyiannis A. (2003): Modern Micro Economics, 2nd Edition, Macmillan London
- 6) Pindyck, R. S. and D.L. ubinfeld (2000): Microeconomics, 3rd Edition, Prentice Hall, India.
- 7) Seth, M.L. (1985): Micro Economics, Lakshmi Narain Agrawal Publisher, Agra.
- 8) Varian, Hal R. (2010): Micro Economic Analysis, W.W. No ton & Company, New York.

**B.A. AGRICULTURAL MARKETING
SECOND SEMESTER****Paper No. 2 (DSC 2): Macro Economics****Objectives:**

The objectives of this paper are to acquaint the students with the behaviour of macro economics variables; to provide knowledge of national income accounts, classical macro economics, the Keynesian economics, business cycles and inflation.

Unit - I: Introduction to Macro Economics 10 Hours

Meaning, Scope and Importance of Macro Economics; Circular Flow of Income in Simple, Closed and Open Economy. National Income Accounting: Concepts of National Income- GDP, GNP, NNP, National Income at Factor Cost, PI, DPI, PCI; Methods and Difficulties in Measuring National Income.

Unit - II: Classical Macroeconomic Model 10 Hours

Classical Theory of Employment-Assumptions and Full-employment Equilibrium: Say's Law of Market; Wage Price Flexibility, A.C. Pigou's Reformulation, Classical Theory of Rate of Interest. Labour Market behavior: aggregate labour supply and aggregate labour demand.

Unit - III: Keynesian Macroeconomic Model 15 Hours

Keynesian Theory of Employment- Concept of Effective Demand and its Determinants; Consumption Function - Average Propensity to Consume and Marginal Propensity to Consume and factors determining consumption function, Saving Function - Investment Function - Marginal Efficiency of Capital and Factors Influencing the MEC.

Unit-IV: Theory of Multiplier and Accelerator 10 Hours

Multiplier- Meaning, Working and leakages in multiplier; Relevance of multiplier for developing countries. Accelerator- Meaning, Working and Limitations.

Unit- V: Business Cycles, Inflation and Policies 15 Hours

Business Cycles- Meaning, types of the business cycle, phases of business cycle; monetary theory of business cycle; measures to control business Cycles. Definitions of Inflation, Causes of Inflation, Types of Inflation-demand push inflation and cost push inflation; inflationary gap; Effects of Inflation, Measures to control Inflation. Concept of stagflation. Philip curve. Monetary policy of the RBI.

Practical Syllabus:

1. Study of different concepts of national income.
2. Study of effective demand.
3. Study of different concepts of investments function.
4. Calculation of multiplier.
5. Study of phases of business cycles.

References:

- 1) Ahuja, H. L. (2013): Macro Economics Theory & Policy, 19th Edition, S. Chand & Company Ltd, New Delhi
- 2) Chopra, P. N. (2016): Macro Economics, Kalyani Publishers, New Delhi
- 3) Dornbusch, R. and F. Stanley (1997): Macro Economics, McGraw Hill, New York.
- 4) Shapiro, Edward (1995): Macro Economic Analysis, Galge ia Publications, New Delhi.
- 5) Gupta, R. D. (1983): Keynesian Economics an Introduction Second Revised Edition, Kalyan Publishers, New Delhi.
- 6) Jhingan, M. L. (2017): Macro Economic Theory, Vrinda Publications (P) Ltd. Delhi.
- 7) Rana, K. C. and K. N. Verma (2014): Macro Economic Analysis, 10th Reprint, Vishal Publishing Co., Daryaganj, Delhi.
- 8) Seth, M. L. (2006): Macro Economics, Laxmi Narain Agarwal, Educational Publishers, Agra.

Question Paper Pattern for UG Semester

Paper Code:		Paper Title:	
Duration of Exam	3 Hours	Max Marks	80 Marks
Instruction:	Answer all the sections		

Section-A

1. Answer ANY TEN the following questions in or two sentences.	(10X2=20)
A. B. C. D. . L.	

Section-B

Answer any FOUR of the following questions.	(4X5=20)
2. 3. 4. 5. 6. 7. 8.	

Section-C

Answer any TWO of the following questions.	(2X15=30)
9. 10. 11. 12.	

Section-D

13. Caselet	(1X10=10)
A. Or B.	



RANI CHANNAMMA UNIVERSITY, BELAGAVI

BACHELOR OF ARTS

IN

AGRICULTURAL MARKETING

SYLLABUS FOR UNDER GRADUATE

(STATE EDUCATION POLICY-2024)

III & IV Semesters

WITH EFFECT FROM THE ACADEMIC YEAR

2025-26

Submitted by

Chairman

Board of Studies (UG-Economics)

Rani Channamma University

Belagavi

STATE EDUCATION POLICY-2024-25
B.A. Program with AGRICULTURAL MARKETING

**B.A. Agricultural Marketing as one of the optional subject
(w.e.f. 2025-26 onwards)**

Sem.	Part	Paper	Title of the Paper	Hours/ Week	Marks			Subject Credits
					IA	Exam	Total	
III	DSC	Theory	Introduction to Agricultural Marketing	4	20	80	100	3
		Practical		4	10	40	50	2
	<i>Elective</i>	Theory	1) Agricultural Marketing and Economic Development OR 2) Rural Development in India	3	10	40	50	2
	Total: Hours / Credits			11			200	7
IV	DSC	Theory	Value Chain in Agricultural Marketing	4	20	80	100	3
		Practical		4	10	40	50	2
	<i>Elective</i>	Theory	1) Agricultural Finance OR 2) Farm Management	3	10	40	50	2
	Total: Hours / Credits			11			200	7

THIRD SEMESTER**PaperNo.3(DSC3):Introduction to Agricultural Marketing****Course Outcome:**

At the end of the course students will be able to

1. Understand the basic concepts and terms of agricultural marketing.
2. Trace the evolution of agricultural marketing system.
3. Identify the facets of an marketing problem.
4. Acquaint the students with various marketing institutions and channels of agricultural marketing.

Unit-I: Agricultural Marketing**12 Hours**

Meaning, definition, scope and subject matter of agricultural marketing. New role of Agricultural Marketing.

Unit-II: Market and Market Structure**12Hours**

Meaning and definition of market, Components of a market, Classification of markets.

Unit-III: Agricultural Marketing in India**12Hours**

Characteristics of agricultural commodities. Defects of agricultural marketing in India and its remedialmeasures.

Unit-IV: Marketing Institutions**12Hours**

Agricultural Produce Market Committee: Meaning, objectives, history of market regulation. Features ofregulated market, advantages of regulated market, defects in regulated market and suggestion forimprovements..

Unit-V: Marketing Channels**12Hours**

Meaning and Definition of marketing channel. Length of marketing channel. Study of marketing channelsfor different agricultural commodities.

Practical Syllabus:

1. Review of concepts of agricultural marketing.
2. Visit to regulated markets.
3. Visit to Taluka Agricultural Produce Co-operative Marketing Society.
4. Visit to Karnataka Milk Federation.
5. Identification of marketing channels for agricultural commodities.

References:

1. Agricultural Marketing in India by S.S. Acharya & N.L.Agarwal.
2. Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Marketing of Agricultural Produce in India by A.P.Gupta.
5. Modern Marketing by K.D.Basava.

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

THIRD SEMESTER**PaperNo.3.1(Elective 1):Agricultural Marketing and Economic Development****Course Outcome:**

At the end of the course students will be able to

1. Understand the Importance of agricultural marketing in Indian Economy.
2. Analysis various Government schemes in Agriculture marketing sphere.
3. Review of marketing cost and price spread.
4. Explain the relationship between Marketed and Marketable Surplus.

Unit-I: Agricultural Marketing and Economic Development**16 Hours**

History and Growth of agricultural marketing. Differences in Marketing of Agricultural and Manufactured goods. Importance of agricultural marketing in Indian Economy. Important government schemes in Agriculture sector: E-NAM, National Mission for Sustainable Agriculture (NMSA), PradhanMantriKrishiSinchaiYojana (PMKSY), ParamparagatKrishiVikasYojana (PKVY), PradhanMantriFasalBimaYojana(PMFBY), GraminBhandaranYojana, Livestock Insurance Scheme.

Unit-II: Producer's Surplus of Agricultural Commodities**14 Hours**

Meaning, Importance and Types of Producer's Surplus. Factors affecting Marketable Surplus. Estimation of Marketable Surplus.

Unit-III: Marketing Costs & Price spread of Agricultural Commodities**10Hours**

Meaning of Marketing Cost and Margins. Factors affecting the Marketing Costs. Reasons for higher Marketing Cost of Agricultural Commodities and measures to reduce Marketing Cost. Price spread: Meaning and importance.

References:

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Agricultural Problems in India by C.B. Memoria.
3. Fundamentals of Agricultural Economics by Sadhu and Singh.
4. Indian Economy by A.N. Agarwal.
5. International Economics by Jhingan M.L.

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

THIRD SEMESTER

Paper No. 3.2 (Elective 2): Rural Development in India

Course Outcome:

At the end of the course students will be able to

1. Understand rural development concepts, including agrarian relations, poverty, and basic amenities.
2. Analyze the role of livestock, fisheries, forestry, and horticulture in rural economies.
3. Evaluate rural industries, infrastructure, and sustainable initiatives for development.

Unit-I: The Concept of rural development

16 Hours

Concept of rural development-Agrarian relations and reforms –poverty and unemployment, population, rural education, rural health, sanitation and rural housing..

Unit-II: Rural Diversified Economic Activities

12 Hours

Livestock Economics-Importance of Cattle in National Economy. White Revolution. Fishery & Poultry farming. Forest Resources. Horticulture.

Unit-III: Rural Industries

12 Hours

Khadhi & Village Industries (KVIC) D.I.C.-Growth Centres and Rural Development, Rural Transport & Communication. Rural electrification, Bio-gas programme. Social Forestry. Rural Ecology.

References:

1. Indian Economy by A.N. Agarwal.
2. Indian Economy by Mishra and Puri.
3. Indian Economy Its Growing Dimensions by Dr. P.K. Dhar.
4. Publications Divisions Govt. of India -2014, 2015, 2016, 2017 & 2018.

Journals and Magazines

1. Yojana
2. Kurukshetra
3. Indian Journal Agricultural Economics
4. Economic & Political Weekly

FOURTH SEMESTER**PaperNo.4(DSC4):Value Chain in Agricultural Marketing****Course Outcome:**

At the end of the course students will be able to

1. Understand the value chain, in agriculture market system
2. Study the concepts of value chain.
3. Study the components of value chain.

Unit - I: Value Chain in agriculture**15 Hours**

Meaning of Value and Value Chain-Concept of value chain, Components of value chain. Meaning, need and types of processing. Advantages of processing. Value addition and processing of agricultural commodities. Problems of processing and measures.

Unit - II: Grading, Standardization & Labeling 15 Hours

Meaning, types, Advantages of grading & labeling. AGMARK-producers'-Difficulties in grading-consumer's perception-Popularization of grading, Criteria for Grade standards, inspection & quality control.

Unit - III: Storage & Warehousing**15 Hours**

Meaning, need and importance of storage. Risk in storage. Warehousing: meaning & functions of warehousing. Types of warehouses. Central Warehousing Corporation, State Warehousing Corporation. Utilization of warehousing capacity. Causes of the slow progress of warehousing in India and Suggestions for improvement.

Unit-IV: Transportation**15 Hours**

Role of transportation in agricultural marketing. Advantages of transportation. Means of transportation. Functions of transportation. Transportation Cost, factors affecting the cost of transportation. Problems in transportation in agricultural commodities. Suggestions for improvement.

Practical Syllabus for 02 Credits

1. Visit to processing units.
2. Visit to rural godowns and cold storages.
3. Analytical classification of food grains.
4. Study of quality characteristics of fruits and vegetables.
5. Visit to logistics.

References:

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Principles and Practices of Marketing by C.B. Memoria and R.L. Joshi.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Marketing of Agricultural Produce in India by A.P. Gupta.
5. Modern Marketing by K.D. Basava.

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete

FOURTH SEMESTER

PaperNo.4.1(Elective 1):Agricultural Finance

Course Outcome:

At the end of the course students will be able to

1. Learn sources of Agricultural financing and credit systems.
2. Understand the history of agriculture finance in India.
3. Analysis the performance of commercial banks, RRB's and co-operative institutions.
4. To know the national policy and objectives of agricultural finance.

Unit - I: Agricultural Finance

15 Hours

Meaning, Scope and Features of Agricultural Finance. Classification of Agricultural Finance. Need for agricultural finance. Problems of agricultural finance. Suggestions to improve Agricultural Finance. National policy and objectives on Agricultural Finance.

Unit - II: Sources of Agricultural Finance

10 Hours

Institutional and Non-Institutional Sources of Agricultural Finance. Commercial Banks- Social Control and Nationalization, Micro Finance including KCC.

Unit - III: Financing for Agricultural Marketing

15 Hours

Factors affecting capital requirement of agricultural marketing. Types of marketing finance. Role of NABARD in agriculture.

References:

1. Indian Economy by A.N.Agarwal.
2. Indian Economy by Mishra and Puri.
3. Indian Economy Its Growing Dimensions by Dr. P.K.Dhar.
4. Fundamentals of Farm Business Management.

Journals and Magazines

1. Yojana
2. Kurukshetra
3. Indian Journal Agricultural Economics
4. Economic & Political Weekly

FOURTH SEMESTER**Paper No. 4.2 (Elective 2): Farm Management****Course Outcome:**

At the end of the course students will be able to

1. Understand the fundamental concepts of farm management.
2. Study the various types of farming.
3. Apply the principles of farm management in real life.

Unit - I: The Field of Farm Management**10 Hours**

Farm management: Meaning, Definition & Scope of farm management, relationship of farm management with other sciences.

Unit - II: System of Farming**15 Hours**

Type of farming – Specialization, Diversification, Mixed farming, Dry farming and Ranching – Systems of farming co-operative farming, Capitalistic farming, collective farming, State farming and Peasant farming.

Unit - III: Principles of Farm Management**15 Hours**

Principles of variable proportions – Minimum loss principle (cost Principle) – Principle of Factor substitution – principle of product substitution, Law of Equi-marginal returns – Opportunity cost principle – Principle of Comparative advantage – Time comparison principle

References:

1. Fundamentals of Farm Business Management by S. S. Johl and J. R. Kapoor
2. H.L. Ahuja: Advanced Economic Theory, S. Chand Publication, New Delhi.
3. M.L. Jhingan : Principles of Economics (Hindi and English), Vikas, New Delhi.
4. Heady, Earl O, 1964, Economics of Agricultural Production and Resource Use, Prentice Hall of India, Private Limited, New Delhi
5. S.S. Johl, J.R. Kapur, 2006, Fundamentals of Farm Business Management, Kalyani Publishers, New Delhi
6. Yojana
7. Kurukshetra
8. Journal of Rural Development

Journals and Magazines

1. Yojana
2. Kurukshetra
3. Indian Journal Agricultural Economics
4. Economic & Political Weekly

Question Paper Pattern for UG Semester

Paper Code:		Paper Title:	
Duration of Exam	3 Hours	Max Marks	80 Marks
Instruction:	Answer all the sections		

Section-A

1. Answer ANY TEN the following questions in one or two sentences.	(10X2=20)
a.	
b.	
c.	
d.	
e.	
f.	
g.	
h.	
i.	
j.	
k.	
l.	

Section-B

Answer any FOUR of the following questions.	(4X5=20)
2.	
3.	
4.	
5.	
6.	
7.	
8.	

Section-C

Answer any TWO of the following questions.	(2X15=30)
9.	
10.	
11.	
12.	

Section-D

13. Caselet	(1X10=10)
A.	
Or	
B.	

Question Paper Pattern for UG Semester (OE Paper)

Paper Code:		Paper Title:	
Duration of Exam	2 Hours	Max Marks	40 Marks
Instruction:	Answer all the sections		

Section-A

1. Answer ANY FIVE of the following questions in one or two sentences.	(5X2=10)
a. b. c. d. e. f. g.	

Section-B

Answer any FOUR of the following questions.	(4X5=20)
2. 3. 4. 5. 6. 7. 8.	

Section-C

Answer any ONE of the following questions.	(1X10=10)
9. 10.	



RANI CHANNAMMA UNIVERSITY, BELAGAVI

BACHELOR OF ARTS

IN

AGRICULTURAL MARKETING

SYLLABUS FOR UNDER GRADUATE

(STATE EDUCATION POLICY-2024)

V & VI Semesters

**WITH EFFECT FROM THE ACADEMIC YEAR
2026-27**

**Submitted by
Chairman
Board of Studies (UG-Economics)
Rani Channamma University
Belagavi**

STATE EDUCATION POLICY-2024-25
B.A. Program with AGRICULTURAL MARKETING

B.A. Agricultural Marketing as one of the optional subject

(w.e.f. 2026-27 onwards)

Sem.	Course	Title of the Paper	Teaching Hours/Week	Credits	Marks			Duration of Sem. End Exam
					IA	Exam	Total	
V	Specialization/ Core Elective Paper	5.1. Market Information & Future Trading	4	3	20	80	100	3
		5.2 Agricultural Economics	4	3	20	80	100	3
	Practical	5.3 Agricultural Marketing and Rural Field Practices	4	2	10	40	50	3
	Skill Course	5.4 Economics of Entrepreneurship	4	2	10	40	50	2
	Total: Hours / Credits			16	10			
VI	Specialization/ Core Elective Paper	6.1 Co-operatives in Agricultural Marketing	4	3	20	80	100	3
		6.2 Indian Economy	4	3	20	80	100	3
	Practical	6.3 Applied Economic Analysis and Co-operative Practices	4	2	10	40	50	3
	Skill Course	6.4 Introduction to Research Methodology	4	2	10	40	50	2
	Total: Hours / Credits			16	10			

BA in Agricultural Marketing Course Structure (SEP)

Sem	Course	Paper No.	Title of the Paper	Teaching Hours/ Week	Credits	Marks			Duration of Sem End Exam
						IA	Sem End Exam	Total	
I	Major	1	Micro Economics	4	3	20	80	100	3
			Practical	4	2	10	40	50	4
II	Major	2	Macro Economics	4	3	20	80	100	3
			Practical	4	2	10	40	50	4
III	Major	3	Introduction to Agricultural Marketing	4	3	20	80	100	3
			Practical	4	2	10	40	50	4
	Elective (Choose any one)	3.1	Agricultural Marketing & Economic Development	3	2	10	40	50	2
		3.2	Rural Development in India						
IV	Major	4	Value Chain in Agricultural Marketing	4	3	20	80	100	3
			Practical	4	2	10	40	50	4
	Elective (Choose any one)	4.1	Agricultural Finance	3	2	10	50	50	2
		4.2	Farm Management						
Skill Course	4.3	Financial Literacy with Practical Applications	4	2	10	40	50	2	
V	Specialization/ Core Elective Paper	5,1	Market Information & Future Trading	4	3	20	80	100	3
		5.2	Agricultural Economics	4	3	20	80	100	3
	Practical	5.3	Agricultural Marketing and Rural Field Practices	4	2	10	40	50	4
	Skill Course	5.4	Economics of Entrepreneurship	4	2	10	40	50	2
VI	Specialization/ Core Elective Paper	6.1	Co-operatives in Agricultural Marketing	4	3	20	80	100	3
		6.2	Indian Economy	4	3	20	80	100	3
	Practical	6.3	Applied Economic Analysis and Cooperative Practices	4	2	10	40	50	3
	Skill Course	6.4	Introduction to Research Methodology	4	2	10	40	50	2
Total Credit				74	46				

FIFTH SEMESTER**Paper No. 5.1(Specialization/Core): Market Information & Future Trading****Course Outcome:**

At the end of the course students will be able to

1. Understand the importance of market Information.
2. Study of Risk in agricultural Marketing.
3. Evaluate applications of IT in agricultural marketing.
4. Analyse the transactions in future trading.

Unit-I: Introduction to Market Information**(12 Hours)**

Meaning and concept of market information; importance of market information for agricultural commodities; role of market information in price discovery and decision-making; relationship between market information and agricultural marketing; need for reliable, accurate, and timely market information.

Unit-II: Types, Sources, and Quality of Market Information**(12 Hours)**

Types of market information: price, arrivals, demand, supply, and stock information; essential characteristics of good market information; sources of market information—primary and secondary; role of government and non-government agencies in providing market information; deficiencies in existing market information systems; measures and suggestions for improving market information services.

Unit-III: Information Technology, Digital Markets and Produce Exchange**(12 Hours)**

Meaning and scope of information technology (IT) in agricultural marketing; e-trading and digital agricultural markets; e-choupals and their role in rural marketing; agricultural marketing websites and mobile applications; IT tools for price dissemination and market intelligence; meaning, objectives, functions, and role of produce exchanges in agricultural marketing.

Unit-IV: Futures Trading in Agricultural Markets**(12 Hours)**

Meaning and importance of futures trading; commodities suitable for futures trading; participants and mechanism of futures markets; advantages and limitations of futures trading; role of futures trading in price stabilization and agricultural development.

References:

1. Acharya, S. S., & Agarwal, N. L. (2016). *Agricultural marketing in India* (5th ed.). Oxford & IBH Publishing.
2. Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Marketing of Agricultural Produce in India by A.P.Gupta.
5. Kahlon, A. S., & Tyagi, D. S. (2014). *Agricultural price policy in India*. Allied Publishers.

6. National Commodity & Derivatives Exchange (NCDEX). (2023). *Commodity futures trading handbook*. NCDEX Publications. Web link: <https://www.ncdex.com>
7. Government of India, Ministry of Agriculture & Farmers Welfare. (2022). *Agmarknet: Agricultural market information system*. Web link: <https://agmarknet.gov.in>
8. Choudhary, R., & Singh, P. (2018). *Futures trading in agricultural commodities: Concepts and applications*. New Delhi: Academic Publishers.
9. Bhattacharya, A. K., & Pal, S. (2019). *Information technology in agricultural marketing*. New Delhi: Concept Publishing Company.
10. Rangnekar, D., & Joshi, P. (2017). *Risk management in agricultural markets: Price and production risks*. Mumbai: Himalaya Publishing House.
11. Modern Marketing by K.D.Basava.

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

FIFTH SEMESTER**Paper No. 5.2 (Specialization/Core): Agricultural Economics****Course Outcome:**

At the end of the course students will be able to

1. Explain Agricultural Economics and its relevance to agrarian problems.
2. Understand agriculture's role in food security and the Indian economy.
3. Describe land reforms, irrigation, and cropping patterns.
4. Analyze the impact of the Green Revolution on agriculture and rural economy.
5. Evaluate agricultural development under Five Year Plans and policies.

Unit I: Introduction to Agricultural Economics (12 Hours)

Meaning and definition of agricultural economics, Nature and scope of agricultural economics, Importance of agricultural economics, Nature of agricultural production as distinct from industry, Agriculture as an industry, Role of agriculture in Indian economic development.

Unit II: Land Resources, Land Reforms, and Cropping Pattern in India (12 Hours)

Agrarian structure of Indian agriculture; need, scope, and objectives of land reforms; land reform measures in India; evaluation and limitations of land reforms; meaning and characteristics of cropping pattern; factors affecting cropping pattern in India.

Unit III: Irrigation, Food Problem, and Agricultural Technology (12 Hours)

Meaning and importance of irrigation; types of irrigation in India; advantages and disadvantages of irrigation; Green Revolution—meaning, causes, achievements, weaknesses, and regional imbalances.

Unit IV: Agricultural Development and Planning in India (12 Hours)

Meaning and objectives of planning for agricultural development, Agricultural development under Five Year Plans, Strategies adopted for agricultural development, Progress of agricultural sector under different plans, Sustainable agricultural development, New Agricultural Policy and recent initiatives.

References:

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Agricultural Problems in India by C.B. Memoria.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Indian Economy by A.N. Agarwal.
5. Indian Economy by Mishra and Puri.

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

FIFTH SEMESTER**Paper No. 5.3 (Practical): Agricultural Marketing and Rural Field Practices****Course Outcome:**

At the end of the course students will be able to

1. Analyze agricultural price and market data using market information systems.
2. Understand price discovery and trading practices in agricultural markets.
3. Evaluate agricultural technologies and rural development practices through field exposure.

Unit I: Agricultural Market Information and Price Analysis

- Collection and analysis of price and arrivals data of selected agricultural commodities
- Sources of agricultural market information (primary and secondary)
- Role, reliability, and timeliness of market information systems
- Practical exposure to agricultural marketing websites, e-trading platforms, and IT tools

Unit II: Agricultural Markets and Trading Practices

- Study of price discovery mechanisms and farmer decision-making
- Practical study / case study of produce exchange and futures trading

Unit III: Field Visits and Agricultural Development

- Visit to Progressive Farmer's Field
- Visit to Irrigation Project
- Visit to Raitha Samparka Kendra
- Study of new agricultural technologies
- Evaluation of agricultural development plans

References:

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Agricultural Problems in India by C.B. Memoria.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Indian Economy by A.N. Agarwal.
5. Indian Economy by Mishra and Puri.

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

FIFTH SEMESTER**Paper No. 5.4 (Skill Course): ECONOMICS OF ENTREPRENEURSHIP****Course Outcomes**

By the end of the course, students will be able to:

1. Explain the concepts, traits, and economic role of entrepreneurship.
2. Identify viable business opportunities and prepare a basic business plan.
3. Demonstrate knowledge of venture management including finance, marketing, and risk.

Unit I: Introduction to Entrepreneurship**10 Hours**

Meaning and concept of entrepreneurship – Characteristics of successful entrepreneurs – Role of entrepreneurship in economic development – Types of entrepreneurs – Entrepreneurial mindset and creativity – Ethics in entrepreneurship.

Unit II: Opportunity Identification and Business Planning**15 Hours**

Idea generation techniques – Identifying business opportunities – Market survey and feasibility analysis – Basics of business models – Components of a business plan – Introduction to startups and innovation ecosystem.

Unit III: Basics of Venture Management**15 Hours**

Forms of business organization – Sources of finance for startups – Fundamentals of marketing and customer relations – Risk and uncertainty in business – Government support schemes for entrepreneurs– Problem solving and decision making – Case studies of successful entrepreneurs.

Practical Components

- Preparation of a mini business plan
- Market survey and opportunity analysis report
- Networking profile creation (e.g., professional portfolio)
- Business idea pitch presentation

Suggested Readings

- Entrepreneurship Development – S.S. Khanka
- Entrepreneurship – Robert D. Hisrich & Michael Peters
- The Lean Startup – Eric Ries

SIXTH SEMESTER**Paper No. 6.1(Specialization/Core): Co-operatives in Agricultural Marketing****Course Outcome:**

At the end of the course students will be able to

1. Understand the role of co-operatives in agricultural marketing.
2. Explain the structure and functioning of marketing co-operatives.
3. Analyze the role of co-operatives in price support and procurement.
4. Evaluate the impact of reforms and technology on co-operatives.
5. Suggest measures to strengthen agricultural marketing co-operatives.

Unit I: Agricultural Marketing System and Role of Co-operatives (12 Hours)

Meaning and evolution of co-operatives in agricultural marketing in India; need for co-operatives in agricultural marketing; importance of co-operatives for small and marginal farmers; role of co-operatives in price stabilization and orderly marketing.

Unit II: Legal, Institutional Framework and Price Policy Mechanisms (12 Hours)

Co-operative laws in India (State and Multi-State Acts); organizational and governance structure of marketing co-operatives; role of NABARD; relationship between APMC, co-operatives, and government; Minimum Support Price (MSP) and co-operative involvement; procurement operations through co-operatives.

Unit III: Co-operatives, Market Intervention, and Technology (12 Hours)

Buffer stock operations and price stabilization; role of NAFED and MARKFED in price support; co-operatives in market intervention schemes; digitalization in agricultural marketing; role of e-NAM and co-operative participation; warehousing, cold storage, and logistics support.

Unit IV: Market Reforms and Emerging Trends in Co-operative Marketing (12 Hours)

Value addition, processing, and branding by co-operatives; integration of co-operatives with agri-value chains; Farmer Producer Organizations (FPOs) versus co-operatives; public-private partnership in co-operative marketing; globalization and export-oriented co-operatives; sustainable and inclusive marketing models; policy suggestions for strengthening marketing co-operatives.

Practical Syllabus

1. Study of structure and functioning of an agricultural marketing co-operative.
2. Case study of a Primary Agricultural Co-operative Society (PACS).
3. Analysis of procurement, pricing, and distribution through co-operatives.
4. Visit to APMC / Co-operative marketing federation and report preparation.
5. Study of government support schemes for agricultural marketing co-operatives.

References:

1. Acharya, S. S., & Agarwal, N. L. *Agricultural marketing in India* (5th ed.). Oxford & IBH Publishing.
2. Kahlon, A. S., & Tyagi, D. S. *Agricultural price policy in India*. Allied Publishers.
3. Mukherjee, D. (2011). *Co-operation in India*. Deep & Deep Publications.
4. Datt, R., & Sundharam, K. P. M. *Indian economy* (latest ed.). S. Chand Publishing.
5. Desai, B. M., Patel, V. P., & Joshi, L. K. *Agricultural economics: Theory and policy*. Oxford University Press.
6. Government of India. *Report of the committee on agricultural marketing reforms*. Ministry of Agriculture & Farmers Welfare.
7. National Cooperative Union of India. *Co-operative movement in India*. NCUI Publications.

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete

SIXTH SEMESTER**Paper No. 6.2 (Specialization/Core): Indian Economy****Course Outcome:**

At the end of the course students will be able to

1. Recall key features of the Indian economy, GDP, inflation, and HDI.
2. Explain agricultural development, policies, and marketing issues in India.
3. Apply economic concepts to analyze industrial growth, MSMEs, and financial policies.
4. Evaluate the impact of banking reforms, fiscal policies, and public finance on economic stability.

Unit-I: Introduction to Indian Economy**10 Hours**

Features of Indian Economy, Structural Growth of Indian Economy. India's GNP, GDP and Per-Capita Income, Inflation and GDP Growth in India, Human Development Index (HDI) - Meaning, Value and Comparison with other Countries.

Unit-II: Agricultural Development**14 Hours**

Importance and Problems of Indian Agriculture, Causes of Low Agricultural Productivity and Measures to Increase Agricultural Productivity in India, Minimum Support Price Policy, Sources of Agricultural Finance, Agricultural Marketing in India- Defects and its Measures, New Agricultural Policy of India, Artificial Intelligence in Agriculture.

Unit-III: Industrial Development**10 Hours**

Classification and Importance of Industries in India, Heavy industries, Micro, Small and Medium Enterprises (MSMEs) in India- Importance, Problems and Measures to Overcome, MNCs in India, Sources of Industrial Finance in India, New Industrial Policy in India.

Unit-IV: Indian Banking and Finance**14 Hours**

Structure of Banking System, Functions of Reserve Bank of India and its Monetary Policy, Banking Sector Reforms in India, Demonetization – Meaning, History and its Impact on Indian Economy, Sources of Public Revenue – Tax and Non-Tax Revenue. Public Expenditure– Meaning and Causes for Rapid Growth of Public Expenditure. Public Debt – Meaning, Sources of Public Debt, Budget – Meaning, Types of Budget, Fiscal Policy – Meaning and Objectives.

References:

1. Agarwal, A. N. and Agarwal M. K. (2016): Indian Economy: Problems of Development and Planning, New Age International (P) Limited Publishers, New Delhi.
2. Agarwal, H. S. (2011): Indian Economy, Lakshmi Narain Agarwal, Agra.
3. Agarwal, R. C. (2015): Economics of Development and Planning (2014-15), Lakshmi Narain Agarwal, Agra.
4. Dhingra, I. C. (2018): Indian Economy, S. Chand and Company Limited, Ram Nagar, New Delhi.
5. Government of India (2017): Economic Survey of India (Annual), Ministry of Finance, Government of India, New Delhi.
6. Lekhi, R.K. and Joginder Singh (2014): The Economics of Development and Planning, Kalyani Publishers New Delhi.
7. Misra, S. K. and V. K. Puri (2018): Indian Economy, Himalaya Publishing House, Mumbai.

8. RuddarDutt and K.P.M. Sundharam (2002): Indian Economy, S. Chand and Company Limited, New Delhi.
9. Sundaram, K.P.M. (2004): An Introduction to Indian Economy, S. Chand and Company Limited, Ram Nagar, New Delhi.
10. Annual reports on MSME ,Govt of India
11. HRK: Kannada Medium Book.

Journals and Magazines

1. Yojana
2. Kurukshetra
3. Indian Journal Agricultural Economics
4. Economic & Political Weekly

SIXTH SEMESTER**Paper No. 6.3 (Practical): Applied Economic Analysis and Co-operative Practices****Course Outcome:**

At the end of the course students will be able to

1. Understand agricultural marketing co-operatives through case and field studies.
2. Apply basic macroeconomic measures like GDP, MSP, and Budget analysis.

Unit I: Agricultural Marketing Co-operatives

- Study of the structure and functioning of agricultural marketing co-operatives
- Case study of a Primary Agricultural Co-operative Society (PACS)
- Analysis of procurement, pricing, and distribution through co-operatives
- Study of government support schemes for agricultural marketing co-operatives

Unit II: Field Visit and Institutional Study

- Visit to APMC / Co-operative Marketing Federation
- Preparation and submission of a field visit report

Unit III: Applied Macroeconomic and Sectoral Analysis

- Calculation and comparison of GDP, GNP, and Per Capita Income
- Analysis of MSP trends for major crops
- Case study of MSMEs and employment generation
- Examination of public revenue, expenditure, and Union Budget components

References:

1. Indian Economy by A.N.Agarwal.
2. Indian Economy by Mishra and Puri.
3. Agricultural Economics by Dr.H.R.Krishnayagoud.
4. Agricultural Marketing in India by S.S. Acharya & N.L.Agarwal.
5. Agricultural Marketing and Indian Agricultural Marketing by S.S.Chhina

Journals and Magazines

1. Yojana
2. Kurukshetra
3. Indian Journal Agricultural Economics
4. Journal of Rural Development
5. Economic & Political Weekly

SIXTH SEMESTER**Paper No. 6.4 (Skill Course): INTRODUCTION TO RESEARCH METHODOLOGY****Course Outcomes**

By the end of the course, students will be able to:

1. Understand the nature and scope of economic research.
2. Formulate research problems and design simple research proposals.
3. Collect, analyze, and interpret data using basic tools.
4. Prepare structured research reports.

Unit I: Foundations of Research**12 Hour**

Meaning, objectives, and significance of research; Types of research: basic vs applied, qualitative vs quantitative; Research process: steps in conducting research; Identification and formulation of research problem; Review of literature: purpose and sources; Hypothesis: meaning, types, and formulation

Unit II: Data and Methods of Analysis**13 Hours**

Sources of data: primary and secondary; Methods of primary data collection: Observation, Interview, Questionnaire and schedules; Sampling: meaning, types (probability and non-probability); Basic data presentation: tables, diagrams, and graphs; Introduction to simple statistical tools: Measures of central tendency, Percentage and ratio analysis

Unit III: Research Report Writing and Ethics**15 Hours**

Interpretation of data and drawing conclusions; Structure of a research report: Introduction, methodology, analysis, findings, and references; Referencing styles (APA/MLA basics); Plagiarism and research ethics; Presentation of research findings (oral and written); Preparation of a mini research project

References:

- Sharma, B A V and others (Ed) (1984) –Research Methods in Social Sciences|| Sterling Publishers, New Delhi.
- Krishnaswamy, O.R. and Ranganathan, M. (2005) Methodology of Research in Social Sciences, Himalaya Publishing House, Bangalore.
- Sadhu, A.N. and Singh, Amarjit –(1983), –Research Methodology in Social Sciences|| Himalaya Publishing House Mumbai.
- Ahnja Ram (2011) : Research Methodology, Rawat publications, New Delhi.
- Dash, Priyaranjan (2013): Research Methodology, (with SPSS), Vinod Publications (P) Ltd, New Delhi
- Kotari C.R (2018) : Research Methodology, New Age International Publication, New Delhi

Question Paper Pattern for UG Semester

Paper Code:		Paper Title:	
Duration of Exam	3 Hours	Max Marks	80 Marks
Instruction:	Answer all the sections		

Section-A

1. Answer ANY TEN the following questions in one or two sentences.	(10X2=20)
a. b. c. d. e. f. g. h. i. j. k. l.	

Section-B

Answer any FOUR of the following questions.	(4X5=20)
2. 3. 4. 5. 6. 7.	

Section-C

Answer any TWO of the following questions.	(2X15=30)
8. 9. 10. 11.	

Section-D

12. Caselet	(1X10=10)
A. Or B.	