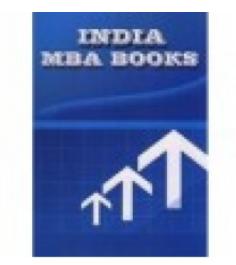
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Agri-Cultural Marketing Management

- 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. Det of consumer's behavior.

- management, product management process and decisions. New product development- significance and ation of new product. Stages and estimation of demand of new product, product life cycle. Pricing policies tices for agribusiness determinants of price, objectives of pricing policies and pricing methods.
- concepts, factors affecting logistics, objectives of logistics management, activities of logistics function ocessing, packaging, transport management inventory, warehousing etc.

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