

Exam Code: 1367

Sub. Code: 9710

1129

B. Voc. (Agri-Business and Agrarian Entrepreneurship)

Fifth Semester

ASC-503: Economics of Floriculture

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

X-X-X

I. Attempt any eight of the following:-

- a) Challenges for flower exports
- b) What are the potential flower export markets for India?
- c) Agriculture export zones
- d) Role of floriculture entrepreneur
- e) Scope of floriculture entrepreneur
- f) Commercial floriculture
- g) Traditional floriculture
- h) Modern floriculture
- i) Retail and wholesale markets of flowers
- j) What are the pre requisites to start a floriculture project?
- k) Impact of liberalization on flower trade
- l) Typical variety of flowers produced in India, which are also exported. (8x1)

UNIT – I

II. Discuss the consumption and production patterns of flowers. (8)

III. Discuss the new seed policy. (8)

UNIT – II

IV. What is the scope of cut and loose flowers? (8)

V. Discuss the geographical distribution of flowers and their cropping patterns. (8)

UNIT – III

VI. Discuss in detail the factors affecting demand and supply of flowers. (8)

VII. Discuss in detail the institutional support in floriculture. (8)

P.T.O.

(2)

UNIT - IV

- VIII. Discuss the composition and direction of flower trade. (8)
- IX. Enumerate the recent government policy with regard to promotion of floriculture export. (8)

x-x-x