

Exam Code: 1367

Sub. Code: 9662

1128

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

Fifth Semester

ASC-503: Economics of Floriculture

Time allowed: 3 Hours

Max. Marks: 80

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

x-x-x

I. Attempt any eight of the following:-

- a) Role of floriculture
- b) Cut Flowers
- c) Traditional Floriculture
- d) Composition of flower trade
- e) Retail market of flowers
- f) Institutional support in floriculture
- g) Variety of flowers produced in India
- h) Agri Export Zones
- i) Challenges in flower export
- j) Commercial floriculture.

(8x2)

UNIT – I

- II. Discuss the production and consumption pattern of flowers. (16)
- III. Discuss in details the New Seed Policy. (16)

UNIT – II

- IV. Discuss the scope of cut and loose flowers. (16)
- V. Write detailed note on Traditional vs Modern Floriculture. (16)

UNIT – III

- VI. Discuss in details how an entrepreneur takes decision to set up a floriculture business. (16)
- VII. Discuss in details the factors affecting demand and supply of flowers. (16)

P.T.O.

(2)

UNIT - IV

VIII. What are the recent government policies with regard to floriculture exports? (16)

IX. Write notes on:-

a) Impact of liberalization on foreign trade

b) Challenges in flower exports

(16)

X-X-X