

2122

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. Write short notes on any eight of the following:-

- a) Role and scope of floriculture entrepreneur
- b) Potential export markets for Indian flowers
- c) Four examples of cut flowers
- d) Four examples of loose flowers
- e) Production pattern of flowers
- f) Mention four factors affecting demand and supply of flowers
- g) Give examples of institutional support provided in floriculture
- h) Consumption patterns of flowers
- i) Challenges in flower exports
- j) Agri-Export Zones

(8x1)

UNIT - I

II. Write a detailed note on commercial floriculture.

(8)

III. Write a detailed note on new seed policy.

(8)

UNIT - II

IV. Write a note on Traditional vs Modern Floriculture.

(8)

V. Write a detailed note on post-harvest handling of flowers.

(8)

UNIT - III

VI. Write a detail note on steps to begin a floriculture business.

(8)

VII. What are retail and wholesale markets of flowers? Discuss in detail the opportunities and challenges in both these markets.

(8)

P.T.O.

(2)

UNIT - IV

VIII. Write notes on:-

- a) Composition and direction of flower trade
- b) Impact of liberalisation on flower trade

(2x4)

IX. Enumerate the policies taken up by the government to promote floriculture exports.
(8)

x-x-x