

2123

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) What do you understand by Agri Export Zones
- b) Role of floriculture entrepreneur.
- c) Write a short note on the scope of a floriculture entrepreneur.
- d) What are the potential export markets of flowers for Indian floriculturists?
- e) Scope of cut flowers.
- f) Write a short note on traditional floriculture.
- g) Explain in short the concept of modern floriculture.
- h) Mention any two factors affecting demand for flowers.
- i) Mention any two factors affecting supply of flowers.
- j) Challenges in flower export.
- k) Explain the concept of commercial floriculture.
- l) Scope of loose flowers. (8x1)

**UNIT - I**

- II. Explain in detail the production and consumption pattern of flowers. (8)
- III. Write a detailed note on the new seed policy, highlighting its objectives and provisions made to attain the objectives. (8)

**UNIT - II**

- IV. Write a note explaining the various steps involved in post-harvest handling of flowers during transport and storage. (8)
- V. Write a detailed note on geographical distribution of flowers and its cropping pattern. (8)

P.T.O.

(2)

**UNIT - III**

- VI. Explain in detail steps involved to start a floriculture business using suitable examples. (8)
- VII. Write a detailed note on institutional support for floriculture. (8)

**UNIT - IV**

- VIII. Throw light on recent government policies to promote floriculture. (8)
- IX. What is the impact of liberalization on flower trade? (8)

x-x-x