



HUMAN PERITUS

UPSC Marketing Officer interview Directorate of Marketing and Inspection

1. Can you explain your understanding of the role of a Marketing Officer in the Directorate of Marketing and Inspection?
2. What do you think are the key marketing challenges in the agricultural sector?
3. How would you promote agricultural products and services to both domestic and international markets?
4. How do you think government policies influence agricultural marketing strategies?
5. What do you know about the concept of "agricultural value chain" and its significance in marketing?
6. How would you address the problem of price volatility in agricultural products?
7. How can the government improve the marketing of organic products?
8. Can you explain the role of digital marketing in agricultural marketing?
9. What strategies would you use to enhance farmers' access to market information?
10. How can the government facilitate better market access for small and marginal farmers?
11. What is the significance of MSP (Minimum Support Price) in agricultural marketing?
12. How would you approach the marketing of traditional agricultural products versus modern or processed products?
13. What are the primary agricultural marketing policies in India, and how do they impact marketing practices?
14. How do you perceive the role of Agri-tech startups in revolutionizing agricultural marketing?

15. How would you promote export opportunities for Indian agricultural products?
16. What do you know about the National Agricultural Market (eNAM) and how does it help in improving agricultural marketing?
17. How do you think branding and packaging affect the marketing of agricultural products?
18. What is your understanding of the "farm-to-fork" concept in the agricultural marketing process?
19. How would you design a marketing campaign to promote sustainable farming practices in India?
20. What are some innovative approaches you would suggest to enhance rural agricultural marketing infrastructure?