**SARDAR BHAGWAN SINGH UNIVERSITY, BALAWALA, DEHRADUN (UTTARAKHAND)**

**Assignment-IX**

**Name of course and semester**: B.Sc. (Hons.) Agriculture / IV

**Subject:** PRINCIPLES OF SEED TECHNOLOGY

**Subject Code: (**AGRI-246)

**Subject Teacher: Anil Panwar**

 **Attempt *all* the following questions.**

1. Explain seed marketing.
2. Discuss the direct and single level seed distribution systems.
3. Enlist the different sources of seed available to farmers.
4. What are advertisements?
5. Write the advantages of printed media.
6. Define outdoor media.
7. What do you mean by Seed Company? write the name of five companies who belongs to seed marketing.