

B.Sc. (Ag.) Honours Semester-IV Examination, 2017
Course No.: AEC-221
(Agricultural Marketing, Trade and Prices)

<i>Signature of Centre Superintendent</i>

Roll No.: (in figure) _____ (in words) _____
Student Index No. _____ Regn. No. _____ of _____

Time: Two Hours

Full Marks: 40

Questions are of value as indicated in the margin

Part-I
(Objective and Short Answer Type)
(Use only ball point pen)

Time: 20 minutes

Full Marks: 10

- Note:* 1. Answer in question paper itself.
2. Striking, rewriting or overwriting are not allowed in the objective type questions.

1. State True (T) or False (F) in respect of the following statements. 0.5×6=3

- i) Markets for machinery are long period markets.
- ii) Distress sale occurs in case of marginal farmers.
- iii) Trade mark is a legal term.
- iv) There are two concepts of marketing margins.
- v) Four methods are generally used in the computation of marketing costs.
- vi) There are four elements of marketing mix.

2. Fill up the blanks with most appropriate words. 0.5×6=3

- i) In two sector economy, terms of trade =
- ii) The quantity of a product like to retain at a given price is called
- iii) The positive relationship of price and marketable surplus is based on
- iv) The word market comes from the word.
- v) There are dimensions of any specified market.
- vi) The distinction between the wholesale and retail market can be made mainly on

3. What do the following stand for: 0.5×8=4

- (i) AEZ
- (ii) CCI
- (iii) MSP
- (iv) BPL
- (v) CPI
- (vi) MIS
- (vii) WTO
- (viii) FAO

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Part - II
(Descriptive Type)

Time: 100 Minutes

Full Marks: 30

Questions are of value as indicated in the margin.

Answer *any four* questions from the following

4. What do you mean by market and marketing? Discuss the factors affecting the demand for farm products. 3+4.5=7.5
 5. Define marketable surplus. Discuss in brief the relationship between prices and marketable surplus. 2+5.5=7.5
 6. What is the importance of studying marketing margins and marketing costs? Discuss the various concepts of marketing margins. 3+4.5=7.5
 7. Discuss in brief the three methods that are used in computation of marketing margins and costs. 7.5
 8. What do you mean by market forces? Discuss in brief the concept of effective demand, derived demand, reservation demand and demand function. 1.5+6=7.5
 9. Write short notes on ***any three*** of the following: 3×2.5=7.5
 - (a) Brand and branding
 - (b) Marketing mix
 - (c) Market segmentation
 - (d) Terms of trade
 - (e) Marketing process
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