M.Sc. (Ag.) Semester -II Examination 2015

Course : AEC-502

(Agricultural Marketing & Price Analysis)

Time : Three Hours **Full Marks : 50**

Questions are of value as indicated in the margin.

Answer total **five** questions, question number **8** is compulsory

1. What do you mean by time series analysis? Describe the various components in analysis of time series. 2+8=10
2. What do you mean by word 'market'? Explain the different classification of market. 2+8=10
3. How marketing of agricultural products is different than that of industrial goods? Discuss. 10
4. Define marketable and marketed surplus. Suggest the measures to enhance marketable surplus. 6+4=10
5. What do you mean by marketing efficiency? Critically evaluate conventional method and Acharya method of measuring marketing efficiency. 3+7=10
6. What do you mean by market integration? Discuss various types of market integration. 2.5+7.5=10
7. Define market information. Explain its relevance to farmers, consumers and middlemen. Discuss the criteria of good market information. 2+6+2=10
8. Differentiate between (**any five**) : 2×5=10
   (i) Marketing cost and Marketing margin
   (ii) Speculation and Hedging
   (iii) Vertical integration and Horizontal integration
   (iv) Perfect market and Monopoly market
   (v) Wholesale market and Retail market
   (vi) Packing and Packaging
   (vii) Producers' surplus and Consumers' surplus
   (viii) Market information and Market Intelligence
9. Write a short note (any four) : 2.5×4=10
   (a) Contract farming
   (b) Market regulation
   (c) AGMARK
   (d) Supply chain
   (e) Value chain
   (f) Market conduct
   (g) Price spread