**B.Sc.(Ag.) Honours Semester– III Examination, 2014**

**Course No. : AEC –211 (Agricultural Marketing)**

**(Old Syllabus)**

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| Signature of Centre Superintendent |

Roll No.: (in figure)____________________ (in words)____________________

Student Index No.____________________ Regn. No.____________________ of________

**Time : Two hours** **Full marks : 50**

*Questions are of value as indicated in the margin*

## Part–I

**(Objective and Short Answer Type)**
**(Use only ball point pen)**

**Time : 30 minutes** **Full marks : 20**

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

1. **Write True (T) or False (F) in the space provided for the following statements (any three):** 1×3=3
   a) In monopolistic competition, a single producer or seller controls the entire market.
   b) Price variation in regular pattern is known as cyclical price fluctuation.
   c) The functional approach studies the type of middlemen and agencies involved in marketing.
   d) All the expenses and profit of marketing agencies are called marketing cost.
   e) The word marketing is derived from Greek word.
2. **Fill in the blanks of the following (*any three*):** 1×3=3
   a) The first regulated market was established in the year ______________.
   b) A competitive firm maximized its profit when __________________.
   c) Absolute margin of the $i^{th}$ middlemen is measured as _________________.
   d) Example of monopsony is _____________________.
   e) Local wholesaler margin = ________________________.
3. **Expand the following abbreviated forms (*any four*):** 1×4=4
   a) EARAS
   b) CCI
   c) NIAM
   d) NAFED
   e) ICAR
   f) APL
4. **Answer in brief *any five* of the following questions:** 2×5=10
   a) Primary market

b) Market segmentation

c) Income elasticity of demand

d) Price spread

e) Market intelligence

f) Future trading

g) Market functionaries

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**Part–II**

**(Descriptive Type)**

**Time : 1.5 Hours** **Full marks : 30**

*Questions are of value as indicated in the margin.*

Answer ***any three*** questions from the following.

5. What do you mean by agricultural marketing? Explain different problems of agricultural marketing in India. 2+8=10

6. What are the different risks involved in agricultural marketing and how it can be avoided? 5+5=10

7. What is CACP? Describe the need, objectives and effects of agricultural price policy in India. 2+2+2+4=10

8. What do you mean by demand? Enumerate the factors affecting demand of farm products. Discuss the cross elasticity of demand. 3+3+4=10

9. How can marketable surplus can be estimated? Explain the causes of low marketable surplus in India. 4+6=10