B.Sc.(Ag.) Honours Semester-IV Examination, 2019
Course No: AEC-221[Old]
(Agricultural Marketing, Trade and Prices)

Signature of Centre Superintendent

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 : 30 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 the following statements :** 0.5×5=2.5

a) In perfectly competitive market, there are few sellers. ☐

b) Trading of goods between two countries is called international trade. ☐

c) Existence of place is a necessary condition for a market. ☐

d) Marketing efficiency is measured as a ratio of marketing input to marketing output. ☐

e) Retailers buy and sell goods in small quantities. ☐

2. **Fill up the blanks with most appropriate words :** 0.5×5=2.5

a) Hedging is a method of minimising ______________________________ risk.

b) Agricultural marketing includes marketing of farm ______________________ and output.

c) Gross marketing margin includes marketing cost and _____________________ of the middlemen.

d) The routes through which farm products move from producers to consumers is called marketing ________________.

e) When a firm undertakes another function close to consumption function, it is known as _______________ integration.

3. **Tick (✓) the correct alternatives:** **0.**5×5=2.5

i) Marketing creates :

a) Form utility b) Space utility c) Time utility d) All the above

ii) Who recommends the MSP and issue prices?

a) Ministry of agriculture b) Planning commission c) Commission for Agricultural Costs and Prices d) NABARD

iii) Who is not a market intermediary : a) Wholesaler b) Retailer c) Consumer d) Itinerant trader

iv) When a firm undertakes more the one function in the sequence of the marketing process, it is known as

a)Vertical integration b) Horizontal integration c) Conglomeration d) None of the above

v) Efficient marketing system will benefit

a) Producers b) Consumers c) Middlemen d) All the above

B.Sc. (Ag.) Honours Examination, 2019

Semester-IV

Course No: AEC-221 (Old)

(Agricultural Marketing, Trade and Prices)

Part - II

(Descriptive Type)

Time : 90 Minutes **Full marks : 30**

Questions are of value as indicated in the margin

Answer *any four* questions

4. Define agricultural marketing. Why the interests of various participants in the marketing system are conflicting? Classify markets according to nature of competition. 2+2+3.5=7.5
5. What is marketable surplus? How is it different from marketed surplus? Explain the relationship between marketable surplus and price of the commodity. 2+2+3.5=7.5
6. What do you mean by price spread? Differentiate between marketing cost and marketing margin. Briefly discuss the reasons for higher marketing costs of agricultural commodities in India. 2+1.5+4=7.5
7. What are the risks in marketing of agricultural commodities? Briefly describe the techniques followed by the trades in minimising price risk associated with marketing of agricultural produce. 3+4.5=7.5
8. What do you mean by international trade? What is free trade? Explain with hypothetical example the comparative advantage theory of international trade. 1.5+1+5=7.5
9. Write short (**any three**) : 2.5×3=7.5
   a) Cooperative Marketing Societies
   b) FDI
   c) AGMARK
   d) Marketing efficiency
   e) FCI
   f) MSP