

Bachelor of Rural Studies (BRS) (Honours) Examination, 2019

Semester-VI

Rural Studies

Paper - 36

(Agricultural Marketing, Trade and Prices)

Time: Three Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Group-A

1. Answer **any four** of the following questions: 4×2.5=10
- (a) Who are the market middlemen?
 - (b) Define the concept of market integration.
 - (c) What is CACP?
 - (d) Define the concept of market efficiency.
 - (e) What is producer's price?

Group-B

2. Answer **any two** of the following; questions: 2×5=10
- (a) Discuss the components and dimensions of agricultural marketing.
 - (b) Define the concept of marketing channel. Discuss the marketing channels of cereals and oilseeds.
 - (c) Discuss the factors affecting the cost of marketing.

Group-C

3. Answer **any two** of the following questions: 2×10=20
- (a) What are the different types of market integration? Explain the advantages of market integration. Discuss the methods of measuring market integration. 2+4+4=10
 - (b) What are the characteristics of efficient marketing? Explain the approaches for the assessment of marketing efficiency. 'High marketing cost implies lower efficiency'. Is it true? Discuss. 2+4+4=10
 - (c) Define the concepts of marketed surplus and marketable surplus. Explain the relationship between marketed surplus and marketable surplus and also explain the relationship between price and marketed surplus. 2+4+4=10
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