

M.Sc. (Ag.) Examination, 2019
Semester – II
Agricultural Economics and Agricultural Statistics
Course: AEC-502
(Agricultural Marketing and Price Analysis)

Time: Three Hours

Full Marks: 50

Questions are of value as indicated in the margin

Answer **any five** questions

1. What are the components of a market? How can we classify the market on the basis of location? Discuss producing markets and consuming markets. 3+4+3=10
 2. What are the market forces? Discuss the factors affecting supply of farm products. 4+6=10
 3. What do you mean by consumerism? Discuss the role of consumer organisations in providing information and knowledge. 6+4=10
 4. What do you mean by producer's surplus? Discuss the types of producer's surplus. 4+6=10
 5. What do you mean by price spread? Discuss in brief the sum of average gross margin method. 3+7=10
 6. Discuss in brief about the factors affecting the cost of marketing. 10
 7. Discuss any two approaches to the assessment of marketing efficiency. 5+5=10
 8. Write short notes on **any four** questions : 2.5×4=10
 - (a) Horizontal integration
 - (b) Market segmentation
 - (c) Degree of integration
 - (d) Marketing process
 - (e) Trade mark
 - (f) Cartel
-