

M.Sc. (Ag.) Examination, 2018
Semester-II
Agricultural Economics and Agricultural Statistics
Course- AEC-502
(Agricultural marketing and Price Analysis)

Time: 3 Hours

Full Mark: 50

Questions are of value as indicated in the margin

Answer *any five* questions

1. What is market? Mention the various dimensions of a specified market. How we can classify the market on the basis of degree of competition? 2+3+5=10
 2. Discuss the factors affecting demand for farm products. 10
 3. What is marketable surplus? Discuss the relationship between prices and marketable surplus. 2+8=10
 4. What is warehouse? How warehouses can be classified – Discuss. 3+7=10
 5. What do you mean by types of market integration? Discuss vertical integration with example. 3+7=10
 6. What do you mean by efficient marketing? Discuss the approaches to the assessment of marketing efficiency. 2+8=10
 7. What are concepts of marketing margins? Discuss the importance of study of marketing margins. 6+4=10
 8. Write short notes on ***any four*** questions: 2.5×4=10
 - (a) Brand and branding
 - (b) Consumerism
 - (c) Market segmentation
 - (d) Marketing process
 - (e) Marketing mix
 - (f) Marketing strategy
 - (g) Food retailing
 - (h) Terms of trade
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