

Bachelor of Rural Studies (BRS) (Honours) Examination, 2018

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

Answer *any five* questions

5×2=10

1. (a) Define the concept of marketing channels.
- (b) What is market integration?
- (c) Define the concept of conglomeration.
- (d) What is 'forward market'?
- (e) Write equation of total cost of marketing.
- (f) Write the marketing channels for fruits and vegetables.
- (g) What is marketing efficiency?

Group-B

Answer *any two* questions

2×5=10

2. (a) What are the different types infrastructural facilities available in agricultural marketing. Discuss briefly.
- (b) Discuss different types of innovative marketing channels for direct marketing of agricultural product.
- (c) Discuss various methods for measuring marketing efficiency.

Group-C

Answer *any two* questions

2×10=20

3. (a) Define the concept of agricultural marketing. Discuss the classification of agricultural marketing on the basis of five dimensions. 3+7=10
- (b) What are the different problems of agricultural marketing? Discuss the Government policies for solving the problem of agricultural marketing. 3+7=10
- (c) Define the concept of market margin. Discuss the methods for estimating marketing margin. 3+7=10