



Faculty of Agriculture

End Semester Examination May 2025

AG3CO32 Agricultural Marketing Trade & Prices

| | | | | | |
|------------------|----------|-----------------------|------------------------------|----------|-----------|
| Programme | : | B. Sc. (Hons.) | Branch/Specialisation | : | AG |
| Duration | : | 3 hours | Maximum Marks | : | 50 |

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.

Notations and symbols have their usual meaning.

| Section 1 (Answer all question(s)) | | Marks CO BL | | |
|---|---|--------------------|----------|----------|
| | | 1 | 2 | 1 |
| Q1. | The word market comes from the Latin word 'Marcatus' which means: | | | |
| | <input type="radio"/> Exchange | | | |
| | <input checked="" type="radio"/> Trade | | | |
| | <input type="radio"/> Trader | | | |
| | <input type="radio"/> Marketing | | | |
| Q2. | _____ is any act or performance that one party can offer to another. | 1 | 2 | 2 |
| | <input checked="" type="radio"/> Services | | | |
| | <input type="radio"/> Goods | | | |
| | <input type="radio"/> Wealth | | | |
| | <input type="radio"/> Price | | | |
| Q3. | Normally the supply curve will have a _____ shape. | 1 | 1 | 2 |
| | <input checked="" type="radio"/> Upward sloping | | | |
| | <input type="radio"/> Downward sloping | | | |
| | <input type="radio"/> Vertical | | | |
| | <input type="radio"/> Horizontal | | | |
| Q4. | Marketable surplus is expressed by: | 1 | 2 | 1 |
| | <input type="radio"/> $MS = P + C$ | | | |
| | <input checked="" type="radio"/> $MS = P - C$ | | | |
| | <input type="radio"/> $MS = P + C/2$ | | | |
| | <input type="radio"/> $MS = C - P$ | | | |
| Q5. | Which of the following is a primary objective of sales promotion? | 1 | 3 | 2 |
| | <input type="radio"/> To build long term brand equity | | | |
| | <input checked="" type="radio"/> To generate immediate sales | | | |
| | <input type="radio"/> To create a consistent brand image | | | |
| | <input type="radio"/> To conduct market research | | | |
| Q6. | The movement of goods from one location to another is the primary focus of which marketing functions? | 1 | 2 | 2 |
| | <input type="radio"/> Buying | | | |
| | <input checked="" type="radio"/> Transporting | | | |
| | <input type="radio"/> Selling | | | |
| | <input type="radio"/> Storage | | | |
| Q7. | What is the primary role of a wholesaler in a marketing channel? | 1 | 3 | 2 |
| | <input type="radio"/> To sell products directly to end consumer. | | | |
| | <input type="radio"/> To create advertising campaign for manufactures. | | | |
| | <input type="radio"/> To provide financial services to consumer. | | | |
| | <input checked="" type="radio"/> To break down bulk and sell to retailers. | | | |
| Q8. | What does the marketing margin primarily represent? | 1 | 3 | 2 |
| | <input type="radio"/> The profit earned by the producer | | | |
| | <input checked="" type="radio"/> The difference between producer and consumer prices | | | |
| | <input type="radio"/> The total cost of production | | | |
| | <input type="radio"/> The amount spent on advertising | | | |
| Q9. | GATT was originally signed in: | 1 | 4 | 1 |
| | <input type="radio"/> 1929 | | | |
| | <input type="radio"/> 1905 | | | |
| | <input checked="" type="radio"/> 1947 | | | |

Q10. The headquarters of the WTO is situated in:

1 4 1

- ☐ New York ☒ Geneva
☐ Washington ☐ New Delhi

Section 2 (Answer all question(s))

Marks CO BL

Q11. Write the concept of market.

1 2 2

| Rubric | Marks |
|------------------------------|-------|
| Write the concept of market. | 1 |

Q12. Define market structure.

2 2 1

| Rubric | Marks |
|--------------------------|-------|
| Define market structure. | 2 |

Q13. (a) Write the classification of market on the basis of number of commodity and market area.

5 2 1

| Rubric | Marks |
|---|-------|
| Write the classification of market on the basis of number of commodity. | 2 |
| Write the classification of market on the basis of number of market area. | 3 |

(OR)

(b) Explain the law of demand and write the degree of elasticity of demand.

| Rubric | Marks |
|---|-------|
| Explain the law of demand | 1 |
| write the degree of elasticity of demand. | 4 |

Section 3 (Answer all question(s))

Marks CO BL

Q14. Define consumer surplus.

1 2 1

| Rubric | Marks |
|--------------------------|-------|
| Define consumer surplus. | 1 |

Q15. Write the relationship between marketable and marketed surplus.

3 2 2

| Rubric | Marks |
|---|-------|
| Write the relationship between marketable and marketed surplus. | 3 |

Q16. (a) Define producer's surplus and write its types.

4 2 2

| Rubric | Marks |
|---------------------------|-------|
| Define producer's surplus | 1 |
| write its types. | 3 |

(OR)

(b) Define the product life cycle and write its stages.

| Rubric | Marks |
|-------------------------------|-------|
| Define the product life cycle | 1 |
| write its stages. | 3 |

Section 4 (Answer all question(s))

Marks CO BL

Q17. Define marketing process.

2 3 1

| Rubric | Marks |
|---------------------------|-------|
| Define marketing process. | 2 |

Q18. (a) Explain the elements of market promotion and also write their merits and demerits.

6 3 1

| Rubric | Marks |
|---|-------|
| Explain the elements of market promotion. | 4 |
| And also write their merits and demerits. | 2 |

(OR)

(b) Explain the exchange functions, physical functions and facilitating functions of marketing.

| Rubric | Marks |
|--|-------|
| Explain the exchange functions of marketing. | 2 |
| Explain the physical functions of marketing . | 2 |
| Explain the facilitating functions of marketing. | 2 |

Section 5 (Answer all question(s))

Marks CO BL

Q19. Write the role of retailer in agriculture marketing.

2 3 2

| Rubric | Marks |
|--|-------|
| Write the role of retailer in agriculture marketing. | 2 |

Q20. Define the marketing channel.

2 3 1

| Rubric | Marks |
|------------------------------|-------|
| Define the marketing channel | 2 |

Q21. (a) Define market integration and write its types.

4 3 2

| Rubric | Marks |
|----------------------------|-------|
| Define market integration. | 1 |
| And write its types. | 3 |

(OR)

(b) Explain the reasons for higher marketing costs of farm commodities.

| Rubric | Marks |
|---|-------|
| Explain the reasons for higher marketing costs of farm commodities. | 4 |

Section 6 (Answer any 2 question(s))

Marks CO BL

Q22. Explain the types of risk in agriculture marketing.

4 4 2

| Rubric | Marks |
|---|-------|
| Types of risk in agriculture marketing. | 4 |

Q23. Write the functions of FCI.

4 4 2

| Rubric | Marks |
|-----------------------------|-------|
| Write the functions of FCI. | 4 |

Q24. Write the functions of CACP.

4 4 2

| Rubric | Marks |
|------------------------------|-------|
| Write the functions of CACP. | 4 |
