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Enrollment No.....



Faculty of Agriculture

End Sem Examination May-2024

AG3CO32 Agricultural Marketing Trade & Prices

Programme: B.Sc. (Hons.) Branch/Specialisation: Agriculture

Duration: 3 Hrs.

Maximum Marks: 50

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. In case of small and marginal farmers marketed surplus is _____. **1**
(a) High (b) Low (c) Medium (d) None of these
- ii. The word market is derived from which language? **1**
(a) English (b) Sanskrit (c) Latin (d) German
- iii. PLC has how many stages? **1**
(a) 1 (b) 2 (c) 3 (d) 4
- iv. Third stage of PLC is known as _____. **1**
(a) Introduction (b) Maturity
(c) Growth (d) Decline
- v. It means distribution of goods and services which are concentrated to the ultimate consumers. **1**
(a) Concentration (b) Dispersion
(c) Equalization (d) None of these
- vi. Which type of market promotion is a method where companies send their agents to the consumer to sell the products personally? **1**
(a) Advertising (b) Personal selling
(c) Sales promotion (d) Public relations
- vii. It is a type of market integration which occurs when a firm or agency gains control of other firms or agencies performing similar marketing functions at the same level in the marketing sequence. **1**
(a) Horizontal (b) Vertical
(c) Conglomeration (d) All of these
- viii. Which type of middlemen act as representatives of their clients? **1**
(a) Merchant middleman (b) Agent middleman
(c) Speculative middleman (d) Facilitative middleman

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- ix. DMI is established in year _____. **1**
(a) 1955 (b) 1965 (c) 1975 (d) 1985
- x. Which agency recommends MSP to the government? **1**
(a) Department of Agriculture and Farmers Welfare
(b) Commission on Agricultural Cost and Prices
(c) Central Warehouse Corporation
(d) Food Corporation of India
- Q.2 i. Define market. **1**
ii. What is marketing mix? **2**
iii. Write the classification of market on the basis of time span and nature of transaction. **5**
- OR iv. Classify the market on the basis of degree of competition in detail. **5**
- Q.3 i. Define cost. **1**
ii. Which type of farmers have higher marketed surplus and why? **3**
iii. What is marketed and marketable surplus? Discuss relation between them. **4**
- OR iv. Explain about PLC in detail. **4**
- Q.4 i. What is market promotion? **2**
ii. Explain the different types of market promotion strategies with their merits and demerits. **6**
- OR iii. Describe the marketing process in detail. **6**
- Q.5 i. Define marketing channels of wheat crop. **2**
ii. What is price spread? **2**
iii. What is market integration? Explain with its types. **4**
- OR iv. Explain the classification of middle man in brief. **4**
- Q.6 Write a short note on any two:
i. CWC **4**
ii. FCI **4**
iii. CACP **4**

P.T.O.

Marking Scheme

Agricultural Marketing Trade & Prices (T) - AG3CO32 (T)

Q.1	i)	a) High	1
	ii)	c) Latin	1
	iii)	d) 4	1
	iv)	b) Maturity	1
	v)	b) Dispersion	1
	vi)	b) Personal Selling	1
	vii)	a) Horizontal	1
	viii)	b) Agent middleman	1
	ix)	1 Mark should be allotted if student attempted the question.	1
	x)	b) Commission on Agricultural Cost and Prices	1
Q.2	i.	Define Market?	1
	ii.	What is marketing mix?	2
	iii.	Write the classification of market on the basis of time span and nature of transaction? Time span – 3 Nature of transaction - 2	5
OR	iv.	Classify the market on the basis of degree of competition in detail? Perfect market – 2 Imperfect market - 3	5
Q.3	i.	Define cost?	1
	ii.	Which type of farmer has higher marketed surplus and why? Type of famer – 1 Reason - 2	3
	iii.	What is marketed and marketable surplus, also describe relation between them? Marketed and Marketable definition – 2 Relationship - 2	4
	OR iv.	Explain about PLC in detail? 4 stages – 1 marks for each	4
Q.4	i.	What is market promotion?	2
	ii.	Explain the different types of market promotion strategies with their merits and demerits? Definition – 2 marks 4 types of promotion activities – 1 marks each	6
OR	iii.	Describe the marketing process in detail.	6

3 process – 2 each

Q.5	i.	Define marketing channels of wheat crop?	2
	ii.	What is price spread?	2
	iii.	What is market integration explain with its types? Definition – 1 marks 3 types of integration – 1 each	4
OR	iv.	Explain the classification of middle man in brief? 4 classes – 1 each	4
Q.6		Write a short note on following (Attempt any two):	
	i.	CWC Introduction – 1 marks Objective – 1.5 Marks Functions – 1.5 marks	4
	ii.	FCI Introduction – 1 marks Objective – 1.5 Marks Functions – 1.5 marks	4
	iii.	CACP Introduction – 1 marks Objective – 1.5 Marks Functions – 1.5 marks	4
