

Enrollment No.....



Faculty of Agriculture

End Sem (Even) Examination May-2022

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.

- Q.1 i. In duopsony market there will be- **1**
 (a) One buyer (b) One seller
 (c) Two buyers (d) Two sellers
- ii. The word market is derived from which language- **1**
 (a) Greek (b) Latin (c) Arabic (d) Both (a) & (b)
- iii. Marketable surplus will be more in the case of- **1**
 (a) Rice (b) Gram (c) Cotton (d) Sorghum
- iv. In which of the following stages of product life cycle a company reduces sales promotion to take advantage of heavy consumer demand. **1**
 (a) Introduction (b) Growth
 (c) Maturity (d) Decline
- v. Storage function of marketing creates- **1**
 (a) Place utility (b) Time utility
 (c) Form utility (d) Possession utility
- vi. Physical function of marketing includes- **1**
 (a) Buying (b) Selling (c) Grading (d) Financing
- vii. Pepsico company engaging in tomato procurement directly from farmers is- **1**
 (a) Horizontal integration (b) Vertical integration
 (c) Conglomeration (d) None of these
- viii. Price spread will be the least in marketing of- **1**
 (a) Rice (b) Milk
 (c) Green leaves (d) Coconut

P.T.O.

- ix. Food Corporation of India was established in the year- **1**
 (a) 1955 (b) 1965 (c) 1975 (d) 1985
- x. WTO stands for _____. **1**
 (a) World Tariff Organization
 (b) World Tax Organization
 (c) World Trade Organization
 (d) World Trademark Organization
- Q.2 i. Define market. **1**
 ii. Define consumer surplus. **2**
 iii. Define agriculture marketing and its characteristics. **5**
- OR iv. Write the classification of market. **5**
- Q.3 i. What is producer surplus? **1**
 ii. Write the types of producer surplus. **3**
 iii. Define the product life cycle and its stages. **4**
- OR iv. Write the characteristics of product life cycle. **4**
- Q.4 i. Define agriculture marketing process. **2**
 ii. Define market promotion and its elements. **6**
- OR iii. Write the classification of marketing function. **6**
- Q.5 i. Define marketing efficiency. **2**
 ii. Define price spread. **2**
 iii. Define marketing channels and discuss the different marketing channels of food grains. **4**
- OR iv. Define market integration and its type. **4**
- Q.6 Write short note on any two: **4**
 i. CACP **4**
 ii. FCI **4**
 iii. DMI **4**

Marking Scheme

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Q.1	i.	In duopsony market there will be-		1
		(c) Two buyers		
	ii.	The word market is derived from which language-		1
		(b) Latin		
	iii.	Marketable surplus will be more in the case of-		1
		(c) Cotton		
	iv.	In which of the following stages of product life cycle a company reduces sales promotion to take advantage of heavy consumer demand.		1
		(c) Maturity		
	v.	Storage function of marketing creates-		1
		(b) Time utility		
	vi.	Physical function of marketing includes-		1
		(c) Grading		
	vii.	Pepsico company engaging in tomato procurement directly from farmers is-		1
		(b) Vertical integration		
	viii.	Price spread will be the least in marketing of-		1
		(c) Green leaves		
	ix.	Food Corporation of India was established in the year-		1
		(b) 1965		
	x.	WTO stands for_____.		1
		(c) World Trade Organization		
Q.2	i.	Define market.	1 Mark	1
	ii.	Define consumer surplus.	2 Marks	2
	iii.	Define agriculture marketing	2 Marks	5
		Its characteristics.	3 Marks	
OR	iv.	Classification of market.	5 Marks	5
Q.3	i.	Producer surplus	1 Mark	1
	ii.	Types of producer surplus.	3 Marks	3
	iii.	Define the product life cycle	1 Mark	4
		Tts stages.	3 Marks	
OR	iv.	Characteristics of product life cycle.	4 Marks	4

Q.4	i.	Define agriculture marketing process.	2 Marks	2
	ii.	Define market promotion	2 Marks	6
		Its elements.	4 Marks	
OR	iii.	Classification of marketing function.	6 Marks	6
Q.5	i.	Define marketing efficiency.	2 Marks	2
	ii.	Define price spread.	2 Marks	2
	iii.	Define marketing channels	1 Marks	4
		Discuss the different marketing channels of food grains.	3 Marks	
OR	iv.	Define market integration and its type.	4 Marks	4
Q.6	i.	CACP	4 Marks	4
	ii.	FCI	4 Marks	4
	iii.	DMI	4 Marks	4
