

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 |
|--|----------------------------------|---|----|
| Q1. The word market comes from the Latin word ‘Marcatus’ which means: | 1 | 2 | 1 |
| <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 type="radio"/> | $MS = P + C/2$ | |
| <input checked="" type="radio"/> $MS = P - C$ | <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 type="radio"/> | To create a consistent brand image | |
| <input checked="" type="radio"/> To generate immediate sales | <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 manufacturers. | |
| <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 type="radio"/> 1965 | <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))

Q11. Write the concept of market.

Marks CO BL
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
1 2 1

Q14. Define consumer surplus.

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.

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.

Marks CO BL

2 3 2

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))

Q19. Write the role of retailer in agriculture marketing.

2 3 1

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

Q20. Define the marketing channel.

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
