Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **18AG2013** | **Duration :** | **3hrs** |
| **Sub. Name :** | **AGRICULTURAL MARKETING, TRADE AND PRICES** | **Max. Marks :** | **100** |

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| **Q. No.** | **Questions** | **Course Outcome** | **Marks** |
| **PART – A (20 X 1 = 20 MARKS)** | | | |
| 1. | Market is one which has only two sellers of a commodity.  (a) Duopoly (b) Monopoly (c) Oligopoly (d) Monopolistic | CO1 | 1 |
| 2. | Which market refers to congregation of buyers and sellers at specified places on specific days and time?   1. (a) short period (b) periodic (c) long period (d) secular | CO1 | 1 |
| 3. | The market has large number of buyers and sellers dealing with homogeneous market**.**  (a) Imperfect market (b) Perfect market (c) Monopolistic market (d) Oligopoly | CO1 | 1 |
| 4. | The quantity of goods available for the non-farming population of the country is  (a) Marketable surplus (b) Marketed surplus (c) Consumer surplus  (d) Producer surplus. | CO1 | 1 |
| 5. | Central AGMARK laboratory is located at \_\_\_\_\_\_\_\_\_\_\_\_\_.   1. (a) Haryana (b) Hyderabad (c) Kolkata (d) Nagpur | CO1 | 1 |
| 6. | 1. Commission agents are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ middle man. 2. (a) Facilitative (b) Speculative (c) Merchant (d) Agent | CO1 | 1 |
| 7. | Technical efficiency is also called as \_\_\_\_\_\_\_\_\_\_\_\_.   1. (a) Price efficiency (b) Allocative efficiency (c) Operational efficiency 2. (d) None of these | CO1 | 1 |
| 8. | 1. A firm taking control of other firms or agencies performing similar function**.** 2. (a) Vertical integration (b) Conglomeration (c) Both a & b 3. (d) Horizontal integration | CO1 | 1 |
| 9. | 1. The profit gained by brokers is called as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. 2. (a) Margin (b) Brokerage (c) Commission (d) Wage | CO1 | 1 |
| 10. | 1. \_\_\_\_\_\_\_\_\_\_\_\_ is the process of determining standards on which grading is done**.** | CO1 | 1 |
| 11. | FCI was started in \_\_\_\_\_\_\_\_\_\_. | CO1 | 1 |
| 12. | Define price spread. | CO1 | 1 |
| 13. | What are the different types of risk in marketing? | CO1 | 1 |
| 14. | What are all the promotional activities practiced in marketing? | CO1 | 1 |
| 15. | What is meant by MSP and SSP? | CO1 | 1 |
| 16. | Expand: SWC and CACP. | CO1 | 1 |
| 17. | What is meant by exchange function in marketing? | CO1 | 1 |
| 18. | Which traders are called as Itenerant traders? | CO1 | 1 |
| 19. | Identify which type of integration is Forward and backward integration. | CO1 | 1 |
| 20. | In which year, Uzhavar Shandai was started? | CO1 | 1 |

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| **PART – B (10 X 5 = 50 MARKS)**  **(Answer any 10 from the following)** | | | |
| 21. | List out the dimensions for classifying agricultural markets. | CO4 | 5 |
| 22. | Outline marketing efficiency, cost and margin. Give the formula for estimating marketing efficiency. | CO2 | 5 |
| 23. | Explain the marketing functions. | CO2 | 5 |
| 24. | What is market integration? Explain the types of market integration. | CO2 | 5 |
| 25. | Briefly explain the marketable and marketed surplus. | CO2 | 5 |
| 26. | What is meant by market process and explain it in brief. | CO2 | 5 |
| 27. | What is regulated market? Mention its role. | CO2 | 5 |
| 28. | Explain the importance and types of agricultural price policy in India. | CO1 | 5 |
| 29. | State the difference between Speculation and Hedging. | CO4 | 5 |
| 30. | Write a brief note on the role of government in agricultural marketing. | CO3 | 5 |
| 31. | Explain the functions and objectives of Food Corporation of India. | CO2 | 5 |
| 32. | Discuss and classify IPR. | CO2 | 5 |

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| **PART – C (2 X 15 = 30 MARKS)**  **(Answer any 2 from the following)** | | | | |
| 33. | a. | Write briefly the market mix and market segmentation. | CO1 | 7 |
| b. | Briefly discuss the determinants of demand and supply of agricultural products. | CO3 | 8 |
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| 34. | a. | What is marketing channel? Give a schematic representation of marketing channel for atleast three crops of your choice. | CO3 | 7 |
| b. | Explain the role of promotional activities in agricultural marketing. | CO2 | 8 |
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| 35. | a. | Give a bief note on central warehousing corporation and its function. | CO2 | 7 |
| b. | Explain in detail about Agreement on Agriculture (AoA) - and its implication on Agriculture. | CO2 | 8 |