# MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
## SEMESTER END EXAMINATION

**B.Sc. (Agri.)**

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| **Semester** | : V (New) | **Term** | : I | **Academic Year** | : 2013-14 |
| **Course No.** | : ECON 354 | **Title** | : Agricultural Marketing, Trade and Prices | | |
| **Credits** | : 2(1+1) | | | | |
| **Day & Date** | : Tuesday, 22.10.2013 | **Time** | : 14.00 to 16.00 | **Total Marks** | : 40 |

**Note :**
1. Solve **ANY EIGHT** questions from **SECTION "A".**
2. All questions from **SECTION "B"** are compulsory.
3. All questions carry equal marks.
4. Draw neat diagrams wherever necessary.

### SECTION "A"

Q.1 What do you mean by Market structure? Explain in brief various components of market structure.

Q.2 Classify the Markets on various dimensions. Explain in detail "classification of market on the basis of Time span".

Q.3 Enlist various Marketing functions. Explain any two of them in detail.

Q.4 What is risk in marketing? Explain in brief about different types of market risks.

Q.5 Define "marketing cost". Explain the factors which affect the cost of marketing.

Q.6 Define processing. Give advantages of processing of Agril. Products.

Q.7 Define co-operative marketing. Enlist functions of co-operative marketing societies.

Q.8 Define the term "Speculation and Hedging". State benefits of "Speculation and Hedging".

Q.9 Write short notes ( Any two)

1) Marketing Channel 2) Market efficiency 3) AGMARK

Q.10 What is Market Integration? Explain different types of market integration

### SECTION "B"

Q.11 Fill in the blanks.

1) A market in which there is only one buyer of a product, the market is termed as_____.
2) The central AGMARK laboratory is located at _____.
3) The transportation function of marketing creates _____ utility.
4) A_____ is one where the produce is either finally disposed of to the consumers or processors or assembled for export.

Q.12 State True or False.

1) The head quarter of World Trade Organization (W.T.O.) is situated at Washington.
2) The marketable surplus has negative relationship with size of family.
3) Transportation cost account for about 50 per cent of the total cost of marketing.
4) Public warehouse are owned by individuals, large business house or wholesalers for the storage of their own stocks.

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