MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hons.) Agriculture

Semester	: **V(New)**	**Term**	: **I**	**Academic Year**	: **2019-20**
Course No.	: ECON 353	**Title**	: **Agricultural Marketing, Trade and Prices**		
Credits	: 3 (2+1)				
Day & Date	: Monday, 04.11.2019	**Time**	: 14.00 to 17.00	**Total Marks**	: **80**

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 a) State the importance of agricultural marketing in economy.
b) Give the classification of market based on volume of transaction.

Q.2 a) What do you mean by marketing mix? Explain it in brief.
b) Define demand. State the factors affecting demand for farm products.

Q.3 a) Define producer's surplus. Explain the factors affecting marketable surplus.
b) Explain the stages of Product Life Cycle.

Q.4 a) What are the promotion methods used in marketing? Explain in brief.
b) Explain different pricing methods in determining prices of product.

Q.5 a) Write the Kohls and Uhl classification of marketing functions.
b) Explain the buying and selling functions of marketing.

Q.6 a) Define market integration. Explain the types of market integration.
b) Define marketing channel. State factors affecting length of marketing channel.

Q.7 a) Explain the approaches to assess the marketing efficiency.
b) Enlist and explain the factors affecting marketing cost.

Q.8 a) State the origin, objectives and functions of NAFED.
b) State the origin, objectives and functions of FCI.

Q.9 a) State the types of risk in agricultural marketing and ways to minimize them.
b) What do you mean by international trade? Explain the basis of international trade.

Q.10 Write short notes (Any Two):
a) WTO
b) CACP
c) TRIPS

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SECTION "B"

Q.11 Fill in the blanks.

1) In short period market, the prices of commodities are governed mainly by the extent of _____, for rather than the supply of commodities.

2) Quality of agricultural commodities is ensured by _____ label.

3) The word market comes from the Latin word _____.

4) Market _____ determines the market conduct and performance.

5) Storage function of market creates _____ utility.

6) The first Cooperative Marketing Societies Act was passed in the year _____.

7) Hamals, weighmen, graders etc. are classified as _____ middlemen.

8) Difference between the prices prevailing at successive stages of marketing at a given point of time is called _____ margin.

Q.12 Do as directed.

1) Study of activities related to supply of farm inputs to the farmers is a part of subject matter of agricultural marketing. (True or False)

2) The supply of curve of agricultural commodities is positively sloped. (True or False)

3) Marketable surplus may be more, equal or less to the marketed surplus. (True or False)

4) DMI (Give the full form)

5) CWC (Give the full form)

6) AOA (Give the full form)

7) GATT (Give the full form)

8) State the two names of public sector marketing institutions.

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