MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION
B.Sc.(Hons.) Agriculture

Semester	: V (New)	Term	: First	Academic Year	: 2022-23
Course No.	: ECON 353	Title	: Agricultural Marketing, Trade and Prices		
Credits	: 3(2+1)				
Day & Date	: Wednesday, 01.02.2023	Time	: 14:00 to 17:00 hrs.	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 diagram wherever necessary.

SECTION 'A'

Q.1 a) Define market. Give the dimensions for classification of markets.

b) What is market integration? Explain different types of market integration.

Q.2 a) Enlist different functionaries involved in the marketing of agricultural commodities.

b) Enlist the marketing channels of food grains. Explain any one of them.

Q.3 a) Explain relationship between marketable surplus and marketed surplus.

b) Describe the factors affecting marketable surplus.

Q.4 a) Explain in detail stages of Product Life Cycle.

b) Describe 4 Ps of Market Mix.

Q.5 a) Describe the advantages of packing in marketing of agricultural commodities.

b) Describe working of warehouses.

Q.6 a) What do you mean by Co-operative Marketing? Give its structure.

b) State and explain different types of co-operative marketing societies.

Q.7 a) Describe basic elements of Product Promotion.

b) Describe different primary categories of segmentation.

Q.8 a) Explain the components of market structure.

b) Define risk and explain types of risk involved in marketing of agricultural produce.

Q.9 a) Explain the factors affecting marketing cost.

b) Define agricultural marketing. Explain the subject matter of agricultural marketing.

Q.10 a) Explain types of State Trading Corporation.

b) Describe components of AOA.

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SECTION 'B'

Q.11 a) Define the following terms:

1) Speculation
2) Product
3) Market Yard
4) Minimum Support Price

b) Give full forms of the following:

1) NAFED
2) CACP
3) TRIPS
4) COSAMB

Q.12 a) Fill in the blanks:

1) Storage adds _____utility to the goods.
2) The word 'Market' comes from the Latin word _____.
3) The Central AGMARK Laboratory is located at _____.
4) _____ warehouses are specially constructed at a seaport or an airport and accept imported goods for storage till the payment of customs by importer of goods.

b) State True or False:

1) The produce in different lots is mixed and then sold as one lot in Moghum sale method.
2) Market Intelligence and Market News are two types of Market Information.
3) Food Corporation of India was born on July 1, 1965.
4) Hedging is a trading technique of transferring the price risk.

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