MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Agriculture

Semester	: V (New)	Term	: First	Academic Year	: 2023-24
Course No.	: ECON 353	Title	: Agricultural Marketing, Trade and Prices		
Credits	: 3 (2+1)				
Day & Date	: Monday, 4.12.2023	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) What do you mean by agricultural marketing?

b) Explain the scope and subject matter of agricultural marketing.

Q.2 a) Enlist the classification of the markets in detail.

b) Explain in brief the classification of markets on the basis of volume of transaction.

Q.3 a) Define Co-operative marketing. Explain the structure of co-operative marketing society.

b) State the objectives and functions of NAFED.

Q.4 a) Classify the Kohls and Uhl marketing function.

b) Write in brief advantages and factors affecting transportation.

Q.5 a) Define Marketable and Marketed surplus.

b) Explain the factors affecting marketable surplus.

Q.6 a) Define Product Life Cycle. Explain the Stages of Product Life Cycle.

b) Write the objectives of State trading.

Q.7 a) Explain the concepts and importance of Marketing margin.

b) State the different types of Market integration.

Q.8 a) State the objectives and functions of Food Corporation of India.

b) Explain the functions of warehousing.

Q.9 a) Define Risk. Explain the different types of risk in marketing.

b) State the factors affecting demand for farm products.

Q.10 Write short notes on (Any Two):

a) WTO b) AGMARK c) Intellectual Property Rights

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SECTION 'B'

Q.11 a) Define the following terms:

1) Price spread 2) Speculation 3) Grading 4) Marketing Channel

b) Give full forms of the following:

1) DMI 2) CWC 3) AoA 4) CACP

Q.12 a) State True or False:

1) The National Agricultural Co-operative Marketing Federation was established in October, 1958.

2) Market function is an act, operation or service, by which original producers and final consumers are linked together.

3) Transportation adds the time utility of goods.

4) Marketing efficiency is the ratio of marketing output to marketing input.

b) Fill in the blanks:

1) Those middlemen, who do not buy and sell directly; but assist in the marketing process, are known as _____ middlemen.

2) The market which deals with durable goods, is _____market.

3) Trademarks, industrial design, patents etc. are certain categories covered under _____ agreement.

4) _____ refers to the schedule or quantities of products that will be affected for sale at different prices at a given time and in a given market.

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