

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Agriculture

Semester	: V	Term	: First	Academic Year	: 2024-25
Course No.	: ECON 353	Title	: Agricultural Marketing, Trade and Prices		
Credits	: 3 (2+1)				
Day & Date	: Wednesday, 09.10.2024	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 What is Agricultural Marketing? Explain the importance and subject matter of agricultural marketing.
- Q.2 What do you mean by Product Life Cycle? Describe its stages in detail.
- Q.3 Explain the relationship between marketed surplus and marketable surplus. Elaborate the factors influencing marketable surplus.
- Q.4 What do you mean by Market promotion? Explain merits and demerits of advertising and sales promotion.
- Q.5 Give the meaning of Marketing efficiency. Explain the types of marketing efficiency in detail.
- Q.6 What do you mean by Market integration? Explain the types of market integration in detail.
- Q.7 Write in detail the objectives and types of state trading.
- Q.8 State the dimensions for market classification. Explain types of market on the basis of location and degree of competition.
- Q.9 What is the Concept of International trade? Explain in brief Comparative advantage theory with example.
- Q.10 Write short notes on (Any Two):
- a) Risk in marketing
 - b) Trade Related Intellectual Property Rights
 - c) Need for agricultural price policy

SECTION 'B'

- Q.11 Define the following terms:

- | | |
|--------------------------|---------------------|
| 1) Cooperative marketing | 2) Marketing mix |
| 3) Supply | 4) Spot market |
| 5) Future trading | 6) Market structure |
| 7) Marketing channel | 8) Price spread |

(P.T.O.)

Q.12 Fill in the blanks:

- 1) Support price of agricultural commodities is announced by _____.
- 2) In _____ method of sale, market prices are settled by pressing fingers under cover cloth.
- 3) NCDC was established in the year, _____.
- 4) The market functionaries, who take risk in the marketing of products, are termed as _____.
- 5) The price below which the farmer would find it uneconomical to sell the product is _____.
- 6) The trading technique which used to transfer the price risk, is termed as _____.
- 7) In _____ market, future sale and purchase of commodities, takes place at current time.
- 8) For perishable commodities, marketable surplus is _____ marketed surplus.

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