

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE 151
SEMESTER END EXAMINATION

B.Sc. (Hons.) Horticulture

Semester	: I (New)	Term	: I	Academic Year	: 2018-19
Course No.	: H/ECON 111	Title	: Economics and Marketing		
Credits	: 3(2+1)	Time	: 09.00 to 12.00	Total Marks	: 80
Day & Date	: Monday, 17.12.2018				

- 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 Define economics as given by Alfred Marshall and describe the scope of economics.
- Q.2 Define want and describe characteristics of wants.
- Q.3 What do you mean by demand? What are the determinants of demand?
- Q.4 Describe in detail the law of diminishing marginal utility alongwith its assumptions and importance.
- Q.5 Define supply and explain factors affecting supply.
- Q.6 Write short notes (Any Two):
- a) Consumption
 - b) Role of horticulture in economy
 - c) SWOT analysis
 - d) Factors of production
- Q.7 Define marketing and describe marketing functions.
- Q.8 Define marketing channel and explain marketing channels for fruits, vegetables and value added horticultural products.
- Q.9 Define project and explain procedure to set up agro-based industry.
- Q.10 Define national income and explain methods of its measurement.

SECTION "B"

- Q.11 State True or False.
- 1) The law of equi-marginal utility holds well in saving and spending.
 - 2) Indifference curve defined in negative quadrant of commodity quantities.
 - 3) The law of demand describes inverse price-demand relationship.
 - 4) The factors of production include land, labour, capital and workers.
 - 5) Elasticity of demand concept is used by firms for pricing of goods.
 - 6) All money is wealth and all wealth is money.
 - 7) Market is a place where buying and selling takes place.
 - 8) Market intelligence is useful to farmers, traders and government.

(P.T.O.)

Q.12 Fill in the blanks.

- 1) A good or service that has no price is called _____ good.
- 2) Processing creates _____ utility.
- 3) Engle's law on _____ is concluded from investigation of family budget.
- 4) In perfect competition, _____ number of buyers and sellers are required.
- 5) Wants are classified as _____, _____ and _____.
- 6) Factors affecting supply are _____ and _____.
- 7) Scope of agricultural marketing includes _____ and _____ market.
- 8) The premium for annual commercial and horticultural crops will be _____ per cent in Pradhan Mantri Fasal Bima Yojana.

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆