

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Horticulture

Semester	: I (New)	Term	: First	Academic Year	: 2022-23
Course No.	: H/ECON 111	Title	: Economics and Marketing		
Credits	: 3 (2+1)	Time	: 10:00 to 13:00 hrs.	Total Marks	: 80
Day & Date	: Monday, 27.03.2023				

- 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 Define economics. Describe in brief the scope and importance of economics.
- Q.2 What do you mean by consumption? Explain the types of consumption.
- Q.3 Give the meaning of market. State the classification of market and explain any one of them.
- Q.4 Define production. State and explain the factors of production.
- Q.5 Give the meaning of demand. Explain the law of demand.
- Q.6 What do you mean by project? Explain in detail the phases of project cycle.
- Q.7 Explain in detail the law of diminishing marginal utility with suitable diagram.
- Q.8 What do you mean by national income? Explain the concept of national income.
- Q.9 Define consumer's surplus. Describe in brief consumer's surplus with suitable example.
- Q.10 Write short notes on (Any Two):
- a) The Engel's law of family expenditure
 - b) Indifference Curve
 - c) Market Intelligence
 - d) SWOT Analysis

SECTION 'B'

- Q.11 Fill in the blanks:
- 1) The ratio between farmer's net selling price and consumer's purchase price expressed in percentage is called _____.
 - 2) Change in price level between one agency and other agency is called _____.
 - 3) The equilibrium of a firm occurs, when _____.
 - 4) The ratio of market output to market input is known as _____.
 - 5) Wants satisfying capacity of a good is called as _____.
 - 6) The shape of price line is _____ to origin.
 - 7) The slope of supply curve is _____ to origin.
 - 8) The storage function creates _____ utility.

(P.T.O.)

Q.12 State True or False:

- 1) Retail markets are very near to consumers.
- 2) Marketing margins are usually high in cooperative marketing.
- 3) Number and size of firms existing in the market is a measure of market conduct.
- 4) Marketing efficiency is enhanced by increasing both operational efficiency and allocative efficiency.
- 5) If the project is to be selected, it must have B:C ratio less than one.
- 6) Free goods have great value in use.
- 7) Elasticity of supply refers to the sensitiveness of the supply to change in the price.
- 8) In case of normal goods, the income demand curve is positive slope to origin.

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