Seat No: Enrollment No:

PARUL UNIVERSITY

COLLEGE OF AGRICULTURE B.Sc. (Hons.) Agriculture Summer 2021-22 Examination Semester: 4 Date: 15-03-2022 **Subject Code: 20105252** Time: 10:30am to 1:00pm **Total Marks: 50** Subject Name: Agricultural Marketing, Trade & Prices **Instructions** 1. All questions are compulsory. 2. Figures to the right indicate full marks. 3. Make suitable assumptions wherever necessary. 4. Start new question on new page. Q.1 Do as Directed. A. Fill in the blanks. (Each of 0.5 mark) (05)risk is caused during weighing, bagging, transportation, storage etc. 2. The FCI was established on___ "Principle and Practices of Marketing in India" is written by_ 3. render personal services to their clients in the market and they do not 4. have the physical control of the product.

nave the physical control of the product.			
5is an ideal Measure o	f marketing efficiency.		
6. The word <i>market</i> originated from the lands. Full form of STC is	atin word ''. 		
	s in Government policies, changes in taxes and		
	s of food grains between the states and regions		
etc.			
10.Agricultural Price Commission (APC) wa	as set up in the year		
B. Multiple choice type questions. (Each of 0.5 ma 1 markets are held only for a		(10)	
	c) Long-period markets		
b) Secular markets	d) None of the above		
2 Transportation adds			
a) Form utility	c) Time utility		
b) Place utility	d) Possession utility		
3 Markets in which business is done in accordance with rules and regulation			
a) Unregulated market	c) Organized markets		
b) Regulated market	d) None of the above		
4. A market situation in which there is only one seller of a commodity			
a) Monopoly market	c) Oligopoly market		
b) Duopoly market	d) Monopolistic competition		
5is the price at	which a commodity is made available to the		
consumers by retailers/traders	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
a) Retail price	c) FHP		
b) WSP	d) FOR		
6 The statutory minimum price is assigned to	,		
a) Rice	c) Sugarcane		
b) Wheat	d) Sugarbeet		
7 DMI is headed by	, 6		
a) AMA	c) Directors of Laboratories		
b) Joint AMA	d) Deputy AMA		
,	,		

8are routes throu	gh which agricultural Products move from	
producer to consumers		
a) Agricultural Marketing	c) Marketing Channel	
b) Middlemen	d) All of the above	
9 Market committee is comprised of		
a) 3	c) 15	
b) 12	d) 10	
10 The market in which bonds, shares and called	l securities are bought and sold are	
a) Commodity market	c) Cash market	
b) Forward market	d) Capital market	
	nodities from the farmers and other wholesalers in	
large quantities.		
a) Traders	c) Wholesaler	
b) Retailer	d) None of above	
·	e buying and selling of agricultural commodities	
taken place.	e buying and sening of agricultural commodities	
a) Marketing	c) Channel	
b) Market	d) All of the above	
,	e price received by the farmer at the farm site.	
a) Harvest Season Price	-	
b) Farm Harvest Price	d) All of the above	
14 The concept of is	s theoretical one.	
a) Normal Price	c) Both A & B	
b) Long-period Price	d) None of the above	
15 Producer's Price(PP) =	ND EVE MA	
a) PP = WSP - MC	c)PP = FHP - MMd) Both A & B	
b) PP = FHP - MC 16 The cost of transportation or Railway freig	,	
a) Seller	c) Both Buyer & Seller	
b) Buyer	d) Consumer	
17Agricultural Produce (Grading and Market	ing) Act was passed in	
a) 1973	c) 1937	
b) 1945	d) 1956	
	, biweekly, fortnightly or monthly according	
to the local traditions.		
a) Short-period markets	c) Long-period marketd) Secular market	
b)Periodic markets	,	
19 marketsare permaa) Short-period markets		
b)Periodic markets	c) Long-period marketd) Secular market	
,		
20 A market having a few (more than a)Oligopoly market	c)Oligopsony market	
b) Monopolistic market	d) Monopsony market	
•	u) Monopsony market	
Do as Directed. Define the following. (Any five out of seven)	(05
1.Trade	,	(
2.Price spread		
3.Free on Board (FOB)		
4.Harvest Season price		
5.Marketing cost		
6.Procurement price		
7.Wholesaler		

В	. Answer the following. (Any five out of seven)	(05)
	1.Write aboutMinimum Support Price	
	2.Write about FCI	
	3.Give measures to control physical Loss	
	4. What is Buffer stock	
	5.Enlist the types of risk	
	6. Give the functions of DMI	
	7.Enlist the types of market on the basis of population served	
Q.3	Write short notes. (Anyfive out of six)	(10)
	1.Features of Regulated market	
	2. Functions of the agricultural price	
	3. Problems or defects of Agricultural marketing	
	4. Classification of market on the basis of Time span	
	5.Types of Utility	
	6.Measures to Minimize Physical Risk	
Q.4	Long Questions/Example (Attempt any three out of four)	(15)
	1. Give the classification of market on the basis of area/coverage and explain all in detail	
	2. Give the classification of Middle man	
	3. What is Marketing Efficiency? Give the measures to assess marketing efficiency	
	4. Give the classification of Trade	