

PARUL UNIVERSITY
COLLEGE OF AGRICULTURE

B.Sc. (Hons.) Agriculture Summer 2023-24 Examination

Semester: 4th

Date : 23/05/2024

Subject Code: 20105252

Time : 10.30am to 1.00pm

Subject Name: Agricultural Marketing, Trade & Prices

Total Marks: 50

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.		CO	PO	BT
A.	Fill in the blanks. (Each of 0.5 mark)	(05)			
	1. Full form of MSP is _____.				
	2. The _____ of a commodity is the price which is settled for delivery of goods on future date.				
	3. Central Warehousing Corporation located at _____.				
	4. _____ risk is caused during weighing, bagging, transportation, storage etc.				
	5. "Principle and Practices of Marketing in India" is written by _____.				
	6. _____ are located near seashore and are meant mainly for the import/export of goods.				
	7. The FCI was established on _____.				
	8. _____ is called the protector of national wealth.				
	9. The Codex Alimentations Commission (CAC) was established in _____.				
	10. Full form of STC is _____.				
B.	Multiple choice type questions. (Each of 0.5 mark)	(10)			
	1. The Prevention of Food Adulteration Act passed in _____.				
	a) 1956	c) Medium			
	b) 1954	d) Large			
	2. _____ markets are held only for a few hours.				
	a) Short-period markets	c) Long-period markets			
	b) Secular markets	d) None of the above			
	3. Transportation adds _____.				
	a) Form utility	c) Time utility			
	b) Place utility	d) Possession utility			
	4. 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			
	5. _____ is 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 Meat Food Products Order comes in year _____.				
	a) 1975	c) 1973			
	b) 1954	d) 1967			
	7. _____ are those individuals or business concerns which specialize in performing the various marketing functions.				
	a) Middlemen	c) Brokers			

	b) Producer	d) None of the above			
8.	CWC re-established on _____.				
	a) 2 nd March, 1957	c) March 18, 1963			
	b) 2 nd March, 1959	d) March 28, 1963			
9.	_____ occupies 78 percent of the total utilized storage capacity in warehouse.				
	a) Stored cement	c) Chemicals			
	b) Sugar and fertilizers	d) Rice & Wheat			
10.	The Fruit Products Order comes in year _____.				
	a) 1956	c) 1955			
	b) 1967	d) 1954			
11.	Storage adds _____.				
	a) Form utility	c) Time utility			
	b) Place utility	d) Possession utility			
12.	Processing adds _____.				
	a) Form utility	c) Time utility			
	b) Place utility	d) Possession utility			
13.	Ownership adds _____.				
	a) Form utility	c) Time utility			
	b) Place utility	d) Possession utility			
14.	Solvent Extracted Oil, De-oiled Meal and Edible Flour (Control) Order comes in year _____.				
	a) 1973	c) 1969			
	b) 1967	d) 1975			
15.	A market situation in which there is only one seller of a commodity is called _____.				
	a) Monopoly market	c) Oligopoly market			
	b) Duopoly market	d) Monopolistic competition			
16.	DMI is headed by _____.				
	a) AMA	c) Directors of Laboratories			
	b) Joint AMA	d) Deputy AMA			
17.	_____ occurs when the firm / agency gains control on other firms/agencies performing similar marketing functions at the same level in the marketing sequence.				
	a) Horizontal integration	c) Conglomeration			
	b) Vertical integration	d) None of the above			
18.	The statutory minimum price is assigned to _____.				
	a) Rice	c) Sugarcane			
	b) Wheat	d) Sugarbeet			
19.	A market situation in which there is two seller of a commodity is called _____.				
	a) Monopoly market	c) Oligopoly market			
	b) Duopoly market	d) Monopolistic competition			
20.	A market situation in which there are more than two sellers (large number of seller) of a commodity is called _____.				
	a) Monopoly market	c) Oligopoly market			
	b) Duopoly market	d) Monopolistic competition			
Q.2	Do as Directed.				
A.	Define the following. (Any five out of seven)		(05)		
	1. Agricultural marketing				
	2. Economics				

3. Marketing channel				
4. Retailer				
5. Price spread				
6. Warehouse				
7. Agricultural Economics				
B. Answer the following. (Any five out of seven)	(05)			
1. Enlist the types of middleman.				
2. Write short note on Maximum or Ceiling Price.				
3. Enlist the types of risk in agricultural marketing.				
4. Write down the functions of warehouse.				
5. Enlist the methods of measuring marketing efficiency and describe Acharya's method.				
6. List out the reasons for higher marketing cost of agricultural commodities.				
7. Write short note on FCI.				
Q.3 Write short notes. (Any five out of six)	(10)			
1. Enlist the functions of price				
2. Explain the types of Utility				
3. Give the measures to solve the problems of Agricultural marketing				
4. Write short note on International Organization for Standardization.				
5. Give measures to Minimize Price Risk				
6. Explain characteristics of Trade.				
Q.4 Long Questions/Example (Attempt any three out of four)	(15)			
1. Give the classification of market on the basis of location and explain all in detail.				
2. Write short note on DMI and describe its functions.				
3. Describe the classification of trade and explain the types of foreign trade in detail				
4. Define middle man and explain the types of facilitative middleman in detail.				