

**PARUL UNIVERSITY**  
**COLLEGE OF AGRICULTURE**

**B.Sc., (Hons.) Agriculture Winter 2018 - 19 Examination**

Semester: 4

Date: 20-12-2018

Subject Code: 20105251

Time: 02:00 pm to 04:30 pm

Subject Name: Agricultural Marketing, Trade &amp; Prices

Total Marks: 60

**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 1.00 marks)****(10)**

1. \_\_\_\_\_ is called the protector of national wealth.
2. \_\_\_\_\_ are located near seashore and are meant mainly for the import/export of goods.
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. The \_\_\_\_\_ of a commodity is the price which is settled for delivery of goods on future date.
7. MSP decided by \_\_\_\_\_.
8. Full form of STC is \_\_\_\_\_.
9. The Codex Alimentations Commission (CAC) was established in \_\_\_\_\_.
10. The FCI was established on \_\_\_\_\_.

**B. Multiple choice type questions. (Each of 1.00 mark)****(10)**

1. This occurs when the firm performs more than one activity/ function in the sequence of the marketing process.
 

a) Horizontal integration	c) Conglomeration
b) Vertical integration	d) None of the above
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. \_\_\_\_\_ market situation in which there is only one seller of a commodity.
 

a) Monopoly market	c) Oligopoly market
b) Duopoly market	d) Monopolistic competition
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 <sup>nd</sup> March, 1957	c) March 18, 1963
b) 2 <sup>nd</sup> March, 1959	d) March 28, 1963
9. \_\_\_\_\_ occupy 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) 1969
b) 1967	d) 1954

**Q.2 Do as Directed.**

**A. Define the following. (Any five)**

**(05)**

1. Black market
2. Marketing cost
3. Trade
4. Price spread
5. Warehouse
6. Procurement price
7. Market integration

**B. Answer the following. (Any Five)**

**(05)**

1. Write down the functions of warehouse.
2. Write short note on FCI.
3. List out characteristics of Agricultural/ Farm prices.
4. Write short note on Minimum Support Price.
5. List out the factors affecting cost of marketing.
6. Enlist the types of middleman.
7. Enlist the types of risk.

**Q.3 Write short notes. (Any five)**

**(15)**

1. Give the importance of Agricultural marketing.
2. Enlist the problems/defects of Agricultural marketing.
3. Write short note on Central Warehousing Corporation.
4. Give measures to control physical Loss.
5. Explain characteristics of Trade.
6. Explain the types of Utility.

**Q.4 Attempt any Three/Long Questions/Example**

**(15)**

1. Give the classification of market on the basis of area/coverage and explain all in detail.
2. Describe the classification of trade and explain the types of foreign trade in detail.
3. Define the middle man and explain the types of facilitative middleman in detail.
4. Write short note on DMI and describe its functions.