

PARUL UNIVERSITY
COLLEGE OF AGRICULTURE

B.Sc.(Hons.)Agriculture Summer 2018 - 19 Examination

Semester: 4

Date: 03/04/2019

Subject Code: 20105252

Time: 10.30 am to 1.00 pm

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.**A. Fill in the blanks. (Each of 0.5 mark)****(05)**

1. _____ risk is caused during weighing, bagging, transportation, storage etc.
2. The FCI was established on _____.
3. "Principle and Practices of Marketing in India" is written by _____.
4. _____ render personal services to their clients in the market and they do not have the physical control of the product.
5. _____ is an ideal Measure of marketing efficiency.
6. The word *market* originated from the latin word ' _____ '.
7. Full form of STC is _____.
8. The charge taken by brokers is called _____.
9. _____ risks arise due to changes in Government policies, changes in taxes and tariffs, changes in the movement restrictions of food grains between the states and regions etc.
10. Agricultural Price Commission (APC) was set up in the year _____.

B. Multiple choice type questions. (Each of 0.5 mark)**(10)**

1. _____ markets are held only for a few hours.

a) Short-period markets	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
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 statutory minimum price is assigned to _____.

a) Rice	c) Sugarcane
b) Wheat	d) Sugarbeet
7. DMI is headed by

a) AMA	c) Directors of Laboratories
b) Joint AMA	d) Deputy AMA

- 8 _____ are routes through which agricultural Products move from producer to consumers
- a) Agricultural Marketing
b) Middlemen
c) Marketing Channel
d) All of the above
- 9 Market committee is comprised of _____ farmers representatives.
- a) 3
b) 12
c) 15
d) 10
- 10 The market in which bonds, shares and securities are bought and sold are called _____.
- a) Commodity market
b) Forward market
c) Cash market
d) Capital market
- 11 _____ buy and sell commodities from the farmers and other wholesalers in large quantities.
- a) Traders
b) Retailer
c) Wholesaler
d) None of above
- 12 _____ is the place where buying and selling of agricultural commodities taken place.
- a) Marketing
b) Market
c) Channel
d) All of the above
- 13 _____ price represents the price received by the farmer at the farm site.
- a) Harvest Season Price
b) Farm Harvest Price
c) Farm Site Price
d) All of the above
- 14 The concept of _____ is theoretical one.
- a) Normal Price
b) Long-period Price
c) Both A & B
d) None of the above
- 15 Producer's Price(PP) = _____
- a) $PP = WSP - MC$
b) $PP = FHP - MC$
c) $PP = FHP - MM$
d) Both A & B
- 16 The cost of transportation or Railway freight is bear by the _____
- a) Seller
b) Buyer
c) Both Buyer & Seller
d) Consumer
- 17 Agricultural Produce (Grading and Marketing) Act was passed in _____
- a) 1973
b) 1945
c) 1937
d) 1956
- 18 The _____ are held weekly, biweekly, fortnightly or monthly according to the local traditions.
- a) Short-period markets
b) Periodic markets
c) Long-period market
d) Secular market
- 19 _____ markets are permanent in nature.
- a) Short-period markets
b) Periodic markets
c) Long-period market
d) Secular market
- 20 A market having a few (more than two) buyers is known as _____.
- a) Oligopoly market
b) Monopolistic market
c) Oligopsony market
d) Monopsony market

Q.2 Do as Directed.

A. 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

B. Answer the following. (Any five out of seven)

(05)

1. Write about Minimum Support Price
2. Write about FCI
3. Give measures to control price risk.
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. (Any five 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