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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(Ag)-Hons-2021/B.Sc.(Ag)-Hons-2023

Course Name – Agricultural Marketing, Trade and Prices/Agricultural
Marketing, Trade & Prices

Course Code - CC-BAG476(T)

(Semester IV)

Full Marks : 50

Time : 2:0 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 20=20

1. Choose the correct alternative from the following :

- (i) Infer the correct answer among the following, a marketing function which tends to regulate the supply of a product and provide a stable market price is
 - a) Transporting
 - b) Processing
 - c) Storing
 - d) Grading
- (ii) Interpret among the following, one would expect the greatest price in a product when
 - a) Demand increases and supply increases
 - b) Demand increases and supply decreases
 - c) Demand decreases and supply increases
 - d) Demand decreases and supply decreases
- (iii) Interpret among the following, marketing intermediary that is closest to the consumer in a marketing channel for paddy
 - a) Farmer
 - b) Rice miller
 - c) Wholesaler
 - d) Retailer
- (iv) Infer the correct answer among the following, marketing intermediary that is more common in regulated markets
 - a) farmer
 - b) commission agent
 - c) Retailer
 - d) Broker
- (v) Interpret the correct answer among the following - One who trades in the future market to make a profit but does not hold the physical commodity is a
 - a) Speculator
 - b) Hedger
 - c) Buyer
 - d) Broker
- (vi) Infer the correct answer among the following, the economic term used to describe product sales to a foreign country is
 - a) Imports
 - b) Currency
 - c) Export
 - d) Tariffs

- (vii) Infer the correct answer among the following, who falls under facilitative middlemen category in regulated agricultural markets
- a) Broker
b) commission agent
c) Wholesaler
d) Hamali
- (viii) Infer the correct answer among the following, In which of the following markets, the buyers and sellers participate in large number
- a) Local market
b) Primary wholesale market
c) Secondary wholesale market
d) Terminal market
- (ix) Interpret the correct answer among the following, The Indian Institute of packing is located in
- a) Delhi
b) Kolkata
c) Chennai
d) Mumbai
- (x) Infer the year in which The Indian Institute of packing was established
- a) 1962
b) 1963
c) 1964
d) 1966
- (xi) Infer the year in which National Cooperative Development Corporation was established
- a) 1960
b) 1961
c) 1963
d) 1972
- (xii) Infer the situation in which marketed surplus is greater than marketable surplus
- a) Market efficiency
b) Market integration
c) Distress sale
d) Duopoly market
- (xiii) Infer the situation in which goods are sorted according to fixed standard is called
- a) Standardization
b) Permissive grading
c) Variable grading
d) Mandatory grading
- (xiv) Infer the market functionaries who take risk in the marketing of products
- a) Merchant middlemen
b) Agent middlemen
c) Facilitative middlemen
d) Speculative middlemen
- (xv) Interpret the agent of the government for purchase, sale, storage and distribution of agricultural commodities
- a) NAFED
b) FCI
c) SCB
d) PACS
- (xvi) Infer the method of sale in which prices are fixed by mutual agreement
- a) Dara sale
b) Moghum sale
c) Private negotiations
d) Closed tender system
- (xvii) Infer the individuals who do not have physical control on the product but render personal services
- a) Speculative middlemen
b) commission agent
c) Brokers
d) Wholesalers
- (xviii) Interpret what the persons are called who expect the prices will go up in future are
- a) Bulls
b) Bears
c) Retailers
d) Wholesalers
- (xix) Infer the term that individuals granted broad powers by those who purchase are known
- a) Brokers
b) commission agent
c) Speculative middlemen
d) Wholesalers
- (xx) The specified price at which the option purchaser may buy or sell the commodity is inferred as
- a) Option price
b) Call price
c) Put price
d) Strike price

Group-B

(Short Answer Type Questions)

2.5 x
10=25

2. Infer the definition of Marketed Surplus. (2.5)
3. Infer the situation when marketed surplus is more than marketable surplus. (2.5)
4. Infer the situation when marketed surplus is less than marketable surplus. (2.5)
5. Infer the relationship between prices and marketable surplus. (2.5)
6. Infer the meaning of marketing channel. (2.5)
7. Infer the definition of marketing cost. (2.5)
8. Classify market on the basis of time span. (2.5)
9. Classify market on the basis of volumes of transactions. (2.5)
10. Elaborate the concept of monopoly market. (2.5)
11. Elaborate the concept of perfect market. (2.5)

OR

Elaborate the concept of imperfect market. (2.5)

Group-C

(Long Answer Type Questions)

5 x 1=5

12. Classify the marketing margins. (5)

OR

Construct the factors to reduce the cost of marketing. (5)
