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BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – B.Sc.(Ag)-Hons-2021

Course Name – Agricultural Marketing, Trade and 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 situation in which marketed surplus is greater than marketable surplus
- | | |
|----------------------|-----------------------|
| a) Market efficiency | b) Market integration |
| c) Distress sale | d) Duopoly market |
- (ii) Infer the type of market in which the marketing costs and practices are regulated
- | | |
|--------------------|--------------------|
| a) Secular markets | b) Perfect markets |
| c) Cash market | d) None |
- (iii) Infer the market in which permanent and durable goods are traded
- | | |
|-----------------------|------------------------|
| a) Long period market | b) Short period market |
| c) Secular market | d) All of the above |
- (iv) Interpret what the persons are called who expect the prices will go down in future are
- | | |
|--------------|----------------|
| a) Bulls | b) Bears |
| c) Retailers | d) Wholesalers |
- (v) Interpret the correct answer among the following, TRIFED was established in
- | | |
|---------|---------|
| a) 1985 | b) 1987 |
| c) 1990 | d) 2000 |
- (vi) The quantity of produce, which the farmer actually sells in the market irrespective of his requirements is inferred as
- | | |
|-----------------------|---------------------|
| a) Marketable surplus | b) Marketed surplus |
| c) Marketable deficit | d) Marketed deficit |
- (vii) Show the correct answer: Any activity performed in moving the produce from production point to the ultimate consumer is known as
- | | |
|-----------------|-----------------------|
| a) Assembling | b) Marketing function |
| c) Equalization | d) Distribution |
- (viii) Show the correct answer: A market in which buyers and sellers are drawn from the whole world is
- | | |
|-------------------------|---------------------|
| a) Village Market | b) Regulated market |
| c) International market | d) Spot market |

- (ix) Show the correct answer: Sorting out of goods based on fixed standards is called
- a) Standardization
 - b) Mandatory grading
 - c) Variable grading
 - d) Permissive grading
- (x) Show the correct answer: Which of the following is the correct sequence
- a) Issue price < Procurement price < MSP
 - b) Issue price > Procurement price > MSP
 - c) Issue < MSP < Procurement price
 - d) Issue < MSP > Procurement price
- (xi) Show the correct answer: At times of distress sales, marketed surplus is ___ to / than marketable surplus
- a) Lower
 - b) Higher
 - c) Equal
 - d) None
- (xii) Show the correct answer: The markets which are meant for exporting the produce
- a) Village markets
 - b) Regulated markets
 - c) Wholesale market
 - d) Sea board market
- (xiii) Show the correct answer: The market which deals with durable good is
- a) Wholesale market
 - b) Regulated markets
 - c) Sea board market
 - d) Secular Marekets
- (xiv) Show the correct answer: Statement of projected costs and returned associated with one production process , usually for one production period called
- a) Partial budget
 - b) Total farm budget
 - c) Enterprise budget
 - d) Cash flow projection
- (xv) Infer the correct answer among the following, in regulated markets
- a) prices are regulated
 - b) Farmers' behaviour is regulated
 - c) Traders' behaviour is regulated
 - d) Marketing practices are regulated
- (xvi) Infer the correct answer among the following, price determining forces are
- a) Marginal cost & Marginal returns
 - b) Demand and supply
 - c) Marginal cost & opportunity cost
 - d) All the above
- (xvii) 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
- (xviii) 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
- (xix) Interpret the correct answer among the following - Future sale and purchases of commodities will take place at current time in
- a) Forward market
 - b) International market
 - c) perfect market
 - d) spot market
- (xx) 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

Group-B

(Short Answer Type Questions)

2.5 x
10=25

- 2. Infer the definition of Marketed Surplus. (2.5)
- 3. Infer the relationship between prices and marketable surplus. (2.5)
- 4. Infer the meaning of marketing channel. (2.5)
- 5. Infer the definition of horizontal market integration. (2.5)

6. Infer the definition of vertical market integration. (2.5)
7. Infer the difference between risk and uncertainty. (2.5)
8. Classify market on the basis of location or place of operation. (2.5)
9. Elaborate the concept of perfect market. (2.5)
10. Elaborate the concept of monopoly market. (2.5)
11. Infer the situation when marketed surplus is less than marketable surplus. (2.5)

OR

Infer the situation when marketed surplus is equal to marketable surplus. (2.5)

Group-C

(Long Answer Type Questions)

5 x 1=5

12. Construct the definition of Producer's Share in the Consumer's Rupee and Marketing Margin of a Middleman. (5)

OR

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