42720

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(Ag)-Hons-2024
Course Name – 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) Interprete 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) Interprete 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) Infer the correct answer among the following, to get large orders, Indian exporters try hard to cut their own costs by

a) Reducing cost of raw materials b) Cutting labour cost
c) Reducing electricity cost d) Reducing advertising and marketing cost

(vi) Infer the correct answer among the following - After some level of output, marginal cost begins to rise because

a) Total costs always increase b) poorer quality, inputs are hired as output expands
c) Marginal product eventually decreases d) Average variable costs eventually increase

(vii) Interprete 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

(viii) Interprete the correct answer among the following - One who trades in the future market to make a proft but does not hold the physical commodity is a

a) Speculator | b) Hedger
c) Buyer | d) Broker

(ix) 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

(x) Infer the correct answer among the following - the spread between local cash price and the price of the near term futures contract is called

a) Margin | b) Bid
c) Basis | d) Commission

(xi) Infer the correct answer among the following, marketed surplus of the produce include

a) Traded produce only | b) Stocked produce only
c) Tradable produce | d) None

(xii) 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

(xiii) Infer the market functionaries who take risk in the marketing of products

a) Merchant middlemen | b) Agent middlemen
c) Facilitative middlemen | d) Speculative middlemen

(xiv) The quantity of produce, which the farmer actuall sells in the market irrespective of his requirements is infered as

a) Marketable surplus | b) Marketed surplus
c) Marketable deficit | d) Marketed deficit

(xv) The quantity of produce, which the farmer desires to sell in the market after meeting of his requirements is infered as

a) Marketable surplus | b) Marketed surplus
c) Marketable deficit | d) Marketed deficit

(xvi) Show the correct answer: Any activity performed in moving the produce from production point to the ulitimate consumer is know as

a) Assembling | b) Marketing function
c) Equalization | d) Distribution

(xvii) 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

(xviii) 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

(xix) Show the correct answer: The price at which the Government purchase the produce, so as to maintain sizeable buffer stocks is known as

a) MSP | b) Procurement price
c) Issue price | d) Floor price

(xx) Show the correct answer: Which of the follwing is the correct sequence

a) Issue price
b) Issue price>Procurement price>MSP
c) Issue< MSP
d) Issue< MSP>Procurement 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 markatable surplus. (2.5)
6. Infer the meaning of marketing channel. (2.5)
7. Infer the definition of marketing efficiency. (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. Construct the factaors affecting the cost of marketing. (5)

OR

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

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