



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(Ag)-Hons-2022

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 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) 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) 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
- (viii) 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
- (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, 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
- (xi) Interpret the correct answer among the following, market prices are settled by pressing the figures under cover of piece of cloth in
- a) sale by sample method
b) Hatha system
c) Closed tender system
d) Moghul sale
- (xii) Interpret the correct answer among the following, The Indian Institute of packing is located in
- a) Delhi
b) Kolkata
c) Chennai
d) Mumbai
- (xiii) Infer the year in which The Indian Institute of packing was established
- a) 1962
b) 1963
c) 1964
d) 1966
- (xiv) Infer the year in which National Cooperative Development Corporation was established
- a) 1960
b) 1961
c) 1963
d) 1972
- (xv) Infer the situation in which marketed surplus is greater than marketable surplus
- a) Market efficiency
b) Market integration
c) Distress sale
d) Duopoly market
- (xvi) 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
- (xvii) Infer the market functionaries who take risk in the marketing of products
- a) Merchant middlemen
b) Agent middlemen
c) Facilitative middlemen
d) Speculative middlemen
- (xviii) Interpret the agent of the government for purchase, sale, storage and distribution of agricultural commodities
- a) NAFED
b) FCI
c) SCB
d) PACS
- (xix) Infer the method of sale in which prices are fixed by mutual agreement
- a) Dandi sale
b) Moghul sale
c) Private negotiations
d) Closed tender system
- (xx) 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

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 situation when marketed surplus is equal to marketable surplus. (2.5)
- 6. Infer the meaning of marketing channel. (2.5)
- 7. Infer the definition of horizontal market integration. (2.5)
- 8. Simplify the definition of a market. (2.5)
- 9. Classify market on the basis of location or place of operation. (2.5)
- 10. Classify market on the basis of time span. (2.5)
- 11. Elaborate the concept of perfect market. (2.5)

OR

Elaborate the concept of monopoly market. (2.5)

Group-C

(Long Answer Type Questions)

5 x 1=5

12. Classify the marketing margins. (5)

OR

Construct the factors affecting the cost of marketing. (5)
