

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc. Hons. (Agriculture) (Sem-4)**  
**AGRICULTURAL MARKETING TRADE & PRICE**

Subject Code : BSAG-408-19

M.Code : 79747

Date of Examination : 13-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Write briefly :**

- a) Speculative v/s Facilitative middleman
- b) CACP
- c) Short period v/s Long period markets
- d) Grading
- e) Market intelligence v/s market news
- f) Regulated market
- g) AGMARK
- h) Price spread
- i) Functions of the Central and State Warehousing Corporation
- j) Three types of administered prices.

## SECTION-B

2. Briefly define and explain types of market integration.
3. Explain the various market functionaries/ marketing agencies involved in marketing of agricultural commodities.
4. Write a short note on Directorate of Marketing and Inspection (DMI) and Food Corporation of India (FCI).
5. Discuss the meaning, types and functions of cooperative marketing societies.
6. Define market margins and explain the two methods used for measuring marketing margins.

## SECTION-C

7.
  - a) Write a short note on WTO.
  - b) Write a short note on implications on AoA.
8. Discuss the various factors affecting cost of marketing along with reasons for higher marketing costs of farm commodities and possible ways to reduce marketing costs.
9.
  - a) Discuss the relationship of Farmer's Price, Marketing Costs and Consumer's Price.
  - b) Explain the four stages of the product life cycle and strategies involved in different stages of PLC.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**