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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY,
ODISHA, GUNUPUR
(GIET UNIVERSITY)**

**B. Sc. (Ag.) (Fourth Semester) Examinations, April – 2025
AE-223 Agricultural Marketing. Prices and Trade**

Time: 2 hrs

Maximum : 50 Marks

The figures in the right hand margin indicate marks.

PART – A

Q.1. Fill in the blanks with suitable word / figure.**(0.5 x 10 = 5 Marks)**

- CWC was established in the _____
- Expand CACP. _____
- The difference between what the consumer pays to a retailer for a product and what the producer receives is called as _____
- AGMARK is the acronym for _____.
- NIAM is headquartered at _____
- One firm getting control over another firm performing similar marketing functions _____
- Risk taking and grading are _____ marketing functions.
- Wholesalers and retailers are _____ middlemen.
- The market with a few buyers is called as _____
- Wrapping products to safeguard them from spoilage and microbial contamination is called as _____.

Q. 2. Define (or) Explain the following in one or two sentences.**(1 x 5 = 5 Marks)**

- Marketing channels
- Pricing/Allocative efficiency
- Vertical integration
- Physical Risk
- Amber box subsidies

Q3. Match the following**(0.5 x 10 = 5 Marks)**

Column – A

Column – B

- | | |
|------------------------------|--------------------------------------|
| (a) Absolute Advantage | (i) 1 st Jan 1995 |
| (b) FCI | (ii) David Ricardo |
| (c) Conglomeration | (iii) Profit motive |
| (d) WTO | (iv) Limits to production |
| (e) Speculative middleman | (v) Adam Smith |
| (f) Comparative Advantage | (vi) 14th Jan, 1965 |
| (g) Blue box | (vii) MSP, Subsidies on fertilisers. |
| (h) Facilitative middleman | (viii) Loreal Paris Shampoo |
| (i) Amber box | (ix) Tata Group |
| (j) Monopolistic Competition | (x) Assists in marketing process |

Q4. Write True or False against each statement

(0.5 x 10 = 5 Marks)

- a. The activity of buying and selling are not necessarily opposed to each other in hedging.
- b. Standardisation occurs after grading of commodities.
- c. Packaging and Transportation are primary marketing functions.
- d. The GoI fixes the MSP on the lines of recommendations from CACP.
- e. Marketable surplus when higher than marketed surplus, leads to distress sale.
- f. A market where transaction takes place at a time (t), but the exchange of commodities take place later on some specified date, is called as a spot/ cash market.
- g. Brokers are merchant middlemen concerned with physical handling of goods.
- h. CWC is the agency, that acts on behalf of government overseeing Public Distribution System.
- i. Commonly, Issue price > Procurement price > Minimum Support Price in a market
- j. In cooperative market, each member gets unequal rights to vote, as per their share in produce

PART – B

Attempt ANY FIVE questions. All question carries equal marks

(6 x 5 = 30 Marks)

- 5. In a detailed note describe the marketing functions of buying and selling and storage.
- 6. Give an account of the different types of market functionaries, categorically encountered in marketing.
- 7. Define producer surplus, marketed and marketable surplus. Describe their relationship in a detailed manner.
- 8. Give a detailed note on Product Life Cycle. What are the features, advantages and significance of PLC.
- 9. Define a regulated market. State the objectives and features of a regulated market.
- 10. Define the theories of absolute and comparative advantage, quoting a suitable example. Also discuss the difference between free trade and protectionism with examples.

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