



Time: 2 hrs

**GIET UNIVERSITY, GUNUPUR – 765022**

B. Sc (AG)(Fourth Semester) Examinations, June – 2021  
**AE.223 - Agricultural Marketing, Trade and Prices, 3(2+1)**

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)**

- Converting Groundnut into oil creates .....utility.
- Headquarter of WTO is located at .....
- CACP stands for .....
- NAFED stands for .....
- 4Ps of Marketing .....
- AGMARK Act stands for .....
- OMFED is an example of -----Integration
- TRIPS stands for .....
- MPEDA stands for .....
- Classical theory of International trade was propounded by .....

Q. 2. Define (or) Explain the following in TWO or THREE sentences.

**(1 x 5 = 5 Marks)**

- PLC
- Price Spread
- Market Structure
- Market Integration
- MSP

**Q3. Choose the most appropriate answer from the following****(0.5 x 10 = 5 Marks)**

- The agency located at National level to fix the grading standards for the commodities on scientific lines is
 

i)NIAM	ii)DMI
iii)PCI	iv)COSAMB
- Commission agents earn their income as
 

(i)Profit	(ii)Percent of sales value
(iii)Percent of quantity sold	(iv)Service charge
- Pick the odd man out from the following
 

(i)FCI	(ii)CWC
(iii)NAFED	(iv)Spices board
- Quality of agricultural commodities is ensured by
 

(i)AGMARK	(ii)ISI
(iii)BSI	(iv)ISO
- Globalisation of Indian economy was initiated in the year
 

(i)1981	(ii)1985
(iii)1991	(iv)1995
- Physical function of marketing includes

- |              |               |
|--------------|---------------|
| (i)Grading   | (ii)Buying    |
| (iii)Selling | (iv)Financing |
- g The market in which permanent and durable goods are traded is
- |                        |                          |
|------------------------|--------------------------|
| (i) Long period market | (ii) Short period market |
| iii)Secular market     | iv)All of these          |
- h Co operative marketing was not successful in India except
- |           |                |
|-----------|----------------|
| (i)Cotton | (ii)Edible oil |
| (iii)Milk | (iv)Pulses     |
- i Food corporation of India was established in the year
- |           |          |
|-----------|----------|
| (i)1955   | (ii)1965 |
| (iii)1972 | (iv)1975 |
- j. Risk taking is a function of
- |                    |                            |
|--------------------|----------------------------|
| (i)Agent middlemen | (ii)Merchant middlemen     |
| (iii)Speculator    | (iv)Facilitative middlemen |

**Q4. Write True or False against each statement**

**(0.5 x 10 = 5 Marks)**

- Airline companies are examples of oligopoly market.
- The market system resolves the problem of what to produce by considering the prices that individuals are willing to pay for goods and services and the cost associated with producing them.
- Agent middlemen do not take title to the produce
- Marketing efficiency is enhanced by increasing both operational efficiency and allocative efficiency.
- GAAT was a bilateral treaty to liberalise the world trade.
- Enterprise diversification is an act of conglomeration.
- In perfect competition, firm sell homogeneous products.
- Pure monopoly is opposite of perfect competition.
- In forward markets, exchange of commodity takes place in future time.
- AGMARK is a cooperative for egg production.

**PART – B**

**Attempt ANY FIVE questions. All question carries equal marks**

**(6 x 5 = 30 Marks)**

- Explain in brief on Marketing Functions and its classification. Briefly elaborate on various market functionaries dealing with agricultural commodities.
- Discuss marketable and marketed surplus. What are the factors affecting marketable surplus.
- What do you mean by market integration? Discuss the different types of market integration in details.
- Describe briefly on various types of risks in marketing of agricultural produce. Briefly explain on speculations, hedging and future trading.
- What are different problems of Agricultural Marketing in India. Give suggestions for improvement of Agricultural Marketing
- What do you mean by AOA ? Describe in brief on its three main components.

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