

KERALA AGRICULTURAL UNIVERSITY  
B.Sc. (Ag) 2006 Admission V<sup>th</sup> Semester  
Final Examination, March 2009

Econ 3103  
Agricultural marketing and International Trade (2+1)

Max. Marks: 60  
Time: 2½ hours

**I. Answer the following**

**20x.5=10**

**A.Fillin the blank**

1. \_\_\_\_\_ means the determination of the standards to be established for different commodities
2. \_\_\_\_\_ of a commodity refers to price at which government procures commodity from producers
3. \_\_\_\_\_ refers to chain of intermediaries through whom various food products move from producer to consumers
4. \_\_\_\_\_ is the exchange of goods and services across international boundaries or territories.
5. \_\_\_\_\_ is levied as percentage of total value of commodity at c.i.f. (cost insurance freight) value
6. \_\_\_\_\_ are announced amount of imports permitted by government and is fixed on yearly or monthly basis
7. The market in which bonds, shares and securities are bought and sold are called \_\_\_\_\_ markets
8. \_\_\_\_\_ in marketing is defined as uncertainty in regard to cost, loss, or damage.

**B. Choose the Correct answer**

9. \_\_\_\_\_ changes the form of a commodity and converts farm produces into a more usable form  
(a) processing (b) Grading (c) standardisation
10. \_\_\_\_\_ is done only for profit motive and businessman buy when price is less and sell at future date when price is low.  
(a) Speculation (b) Hedging (c) Forecasting
11. \_\_\_\_\_ is the ratio of market output (satisfaction) to marketing input  
(a) Technical efficiency (b) Marketing Efficiency (c) Financial efficiency

12. Functions of buying and selling helps in the transfer of ownership from one person to another in the marketing system denotes

(a) Possession Utility (b) place utility (c) time utility

13. \_\_\_\_\_ market has only two sellers of a commodity,

(a) duopoly (b) Monopoly (c) Monopolistic

14. \_\_\_\_\_ is the formal organization of functional activity of marketing institution.

(a) Market structure (b) Market Function (c) Market Power

15. \_\_\_\_\_ approach splits down the field of marketing into a few functions

(a) Functional (b) Institutional (c) behavioural (d) Commodity

### C. True or False

16. Behavioral approach to study of marketing problems implies a study of agencies and institutions

17. In Lot Method Specific lot or consignment is selected and chased until it reaches consumer.

18. Marketing integration is a process of expansion of firms by consolidation marketing functions and, activities under single management.

19. Marketing is a catalyst for the transmutation of latent resources into actual resources

20. Buying involves transfer of ownership of the goods

### II. Short answers

14 x 1=14

1. Specific tariff

2. Balance of payment

3. Agricultural Marketing

4. Hedging

5. Price spread

6. Buffer stock

7. Parity price
8. AoA
9. Procurement price
10. Oligopoly

**Differentiate the following**

11. Regional and National Markets
12. Merchant and agent middleman
13. Physical and pricing efficiency
14. Marketable and marketed surplus

**III. Short Notes (Answer any eight only)**

**8 x 2=16**

1. TRIPS
2. Functional Approach
3. Export Promotion Councils
4. Rural Good owns
5. WTO
6. Facilitating Functions
7. Decentralized grading system
8. Quality Control
9. Market Research
10. Marketable Surplus

**IV. Short Essays (Answer any five only)**

**5 x 4=20**

1. Discuss Facilitating Functions
2. Explain the approaches to study marketing
3. Discuss the market structure and price determination in perfect market
4. Explain the objectives and characteristic features of Cooperative marketing Societies
5. Discuss the pricing policies adopted by Government of India for price stabilization
6. Explain Agreement on Agriculture in detail