KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Ag. 2012 Admission

V th Semester Final Examination- January/February -2015

Cat. No: Econ.3104   Marks: 80
Title: Agricultural Marketing Trade and Prices (1+1)   Time: 3 hours

I. A. Fill up   (10x1 = 10)

1. Retail price is ——————————than the whole sale price

2. The price of perishable agricultural commodities are decided by ——

3. The ratio of output to input is ——————

4. Number of sellers in oligopoly market is ——————

5. Processing creates ——————utility

B. Say True / False

1. There are many sellers in the monopoly market

2. Producer's share in consumers price decrease with increase in number of intermediaries

3. Minimum support price is announced at the time of harvest.

4. Futures trading is a tool for risk management

5. Cooperative marketing societies take large margin

II write short notes on <u>Any ten</u>   (10 x 3 = 30)

1. Agricultural Marketing

2. Marketing cost

3. Time series data

4. Retailer

5. Speculation

6. Leontief's paradox

7. Grading of agricultural commodities

8. Market intelligence

9. Price Index

10. Contract farming

11. Future trading

12. Market structure

III. Write short essay on <u>Any six</u> of the following   (6 x 5 = 30)

1. What is marketable surplus? What are the factors affecting the marketable surplus?

2. What is the role CACP in agricultural price policy

3. Discuss about imperfect markets

4. What is marketing efficiency? List out the measures to improve marketing efficiency

5. What are the facilitative functions of marketing?

6. Discuss the tools for risk management

7. What is AEZ? Discuss the importance and policy support by Government

8. State and explain the AOA

IV. Write essay on <u>Any one</u>   (1x 10 =10)

1. Write in detail about the classification of agricultural markets based on time, area and commodity

2. State and explain the International trade theories