



KERALA AGRICULTURAL UNIVERSITY
B.Sc. (Hons.) Ag. 2015 Admission
V Semester Final Examination-March-2018

Econ.3104

Agricultural Marketing, Trade and Prices (1+2)

Marks: 50
Time: 2 hours
(10x1=10)

I Fill in the blanks

- 1 The word market is derived from the Latin word-----
- 2 Markets in which bonds, shares and securities are bought and sold are called-----
- 3 Number of sellers is few in -----market.
- 4 Processing creates ----- utility
- 5 The ratio of output to input is-----
- 6 The sum of marketing margin and marketing cost is -----
- 7 Difference between what the consumer is willing to pay and what he actually pays is-----
- 8 The process of collection of individual farmers' surplus is called -----
- 9 Markets in which goods are exchanged for money immediately after sale is called-----
- 10 Selling goods in a foreign market at unfairly low price is known as-----

II Write Short notes on ANY FIVE of the following

(5x2=10)

- 1 Short period and very short period markets
- 2 Grading of agricultural commodities
- 3 Contract farming
- 4 Regulated markets and their benefits
- 5 What is MSP? How can it help the farmers?
- 6 What is hedging? How can it help in price risk management?
- 7 Discuss the facilitative functions of marketing

III Answer ANY FIVE of the following

(5x4=20)

- 1 Discuss the EXIM policy of India with special reference to AEZs?
- 2 What are futures market? What are their advantages?
- 3 What is Cooperative marketing? What are its merits?
- 4 Classification of markets based on competition?
- 5 What are marketing costs and margins?
- 6 What are market risks? Discuss some strategies to minimize market risks?
- 7 What is international trade? Discuss the theory of absolute advantage with suitable examples?

IV Write an essay on ANY ONE of the following

(1x10=10)

- 1 What is WTO? Explain the impact of WTO on Indian Agriculture?
- 2 Explain the Agricultural Price Policy of India?
