



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Sc ( Hons.) C & B 2015 Admission**  
**V Semester Final Examination-November-2017**

**Mmgt. 3108**

**Agricultural Marketing (1+1)**

**Marks: 50**  
**Time: 2 hours**

**I Fill up the blanks: (10x1=10)**

- 1 Exchange function of marketing includes ----- and -----
- 2 The word MARKET originated from the latin word -----
- 3 ----- is an international body to supervise and encourage international trade.
- 4 Central AGMARK laboratory is located at -----
- 5 ----- is the exchange of goods and services across international boundaries or territories.
- 6 Market where there is only one seller of the commodity-----
- 7 Input marketing is also known as ----- marketing.
- 8 ----- is the difference between price paid by the consumer and the price received by the farmer for an equivalent quantity of farm product.
- 9 In ----- markets direct buyers are the consumers.
- 10 Grading is a sub-function of -----

**II Write short notes on any FIVE: (5x2=10)**

- 1 Marketing margin.
- 2 MSP
- 3 Procurement price.
- 4 AGMARK
- 5 Marketed surplus
- 6 Market intelligence
- 7 Market structure.

**III Answer any FIVE: (5x4=20)**

- 1 Marketing channels
- 2 Regulated marketing
- 3 Producers surplus
- 4 Marketing efficiency
- 5 Factors affecting cost of marketing.
- 6 Functions of warehouses.
- 7 Advantages of packing function

**IV Write essay on any ONE: (1x10=10)**

- 1 Discuss about marketable surplus and factors affecting marketable surplus.
- 2 Discuss about Government interventions in agricultural marketing.

\*\*\*\*\*