



**KERALA AGRICULTURAL UNIVERSITY**  
**B. Sc. (Hons.) C & B 2016 Admission**  
**V Semester Final Examination- February -2019**

Mgmt.3108

**Agricultural Marketing (1+1)**

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

- I**      **Fill in the blanks** **(10x1=10)**
- 1 ..... services involved in moving an agricultural product from the farm to the consumer.
  - 2 Storage creates ..... utility.
  - 3 ..... is the path for movement of farm produce from producer to consumer.
  - 4 The difference between how much of a good the producer is willing to supply versus how much he receives in the trading.....
  - 5 Agricultural produce (Development and Warehousing) Act was in the year.....
  - 6 WTO was established in the year.....
- State True or False**
- 7 ISI mark is a certification mark for industrial products which is developed by BIS.
  - 8 Procurement price is announced after the harvesting and it is usually higher than MSP.
- Expand**
- 9 APMC                      10    NAFED
- II**      **Write Short notes on ANY FIVE of the following** **(5x2=10)**
- 1 Regulated market.
  - 2 Price spread
  - 3 Marketing efficiency
  - 4 FSSAI
  - 5 Problems in Agricultural Marketing.
  - 6 SCP
  - 7 Codex Alimentations Commission.
- III**      **Answer ANY FIVE of the following** **(5x4=20)**
- 1 Classification of agricultural markets.
  - 2 Marketing channels of major cereals, with a flow chart.
  - 3 Differentiate marketed surplus and marketable surplus.
  - 4 Functions of marketing.
  - 5 Key institutional interventions in agricultural marketing.
  - 6 Major constraints in present agricultural marketing system.
  - 7 Differentiate Minimum support price and procurement price.
- IV**      **Write an essay on ANY ONE of the following** **(1x10=10)**
- 1 Different forms of market structure in India and explain any one in detail
  - 2 a) Procedures involved in export of agricultural commodities.  
b) Functions of APEDA in export promotion of agricultural commodities.

\*\*\*\*\*