

# School of Agriculture

Agriculture  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

**Sem IV - A1UA406B / AGRI2017**

**Agricultural Marketing Trade and Prices**

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Explain the different type of market segmentation. K2 CO1 (5)
2. Define publicity and advertisement. K1 CO1 (5)
3. Choose the importance of agriculture marketing in India. K1 CO1 (5)
4. Outline the type of market promotion with merits and demerits. K2 CO1 (10)
5. Analyze the role of SEBI as regulatory bodies in futures markets. K4 CO4 (10)

**OR**

- Inference the role of International trade in globalised world. K4 CO4 (10)
6. Define marketing risk. Describe types of risk prevail in marketing and how to minimize them. K3 CO2 (10)
  7. Apply speculation & hedging techniques to checking risk of marketing. K3 CO2 (10)
  8. Explain the history of WTO, its structure and functions. K5 CO4 (15)

**OR**

- Explain Agreement on Agriculture (AoA) of WTO in Indian context. K5 CO4 (15)
9. Select the factors affecting the cost of marketing in agriculture by utilizing example of one selected marketing channel of agri commodity. K3 CO2 (15)
  10. Explain objective and function of FCI and DMI. K4 CO3 (15)