

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
<b>School of Agriculture</b> <b>Back Paper Examination Even Semester (Non - Graduating Batches) – June 2024</b> <b>[Programme: B.Sc. (Hons.)Agriculture Marketing and Trade Prices] [Semester IV) [Batch ]</b>				
Course Title: Agriculture Marketing and Trade Prices		Max Marks: 100		
Course Code: A1UA406B / AGRI2017		Time: 3 Hrs.		
<b>Instructions:</b>	1. All questions are compulsory. 2. Assume missing data suitably, if any.X`			
		K Level	COs	Marks
<b>SECTION-A (15 Marks)</b>		<b>5 Marks each</b>		
1.	What is Agriculture Marketing ?	KL1	CO1	5
2.	What is packaging in agriculture crops?	KL1	CO1	5
3.	Classify the characteristics of agriculture Commodities ?	KL2	CO2	5
<b>SECTION-B (40 Marks)</b>		<b>10 Marks each</b>		
4.	Outline the meaning of market structure influence agricultural marketing?	KL2	CO2	10
5.	Identify the meaning of agriculture marketing and types of market on basis of competition and location?	KL3	CO3	10
6.	Explain the role of the supply chain in agricultural marketing?	KL3	CO3	10
7.	Inference the marketing structure , market conduct and market performance?	KL4	CO4	10
<b>SECTION-C (45 Marks)</b>		<b>15 Marks each</b>		
8.	Assume you are entrepreneur and designing an ideal market system for agriculture marketing. What are characteristics of ideal marketing system ?	KL4	CO4	15
9.	What are the factors that influence cost of transportation in agriculture marketing and how can you mitigate them?	KL5	CO5	15
10	Write your opinion about the market information its importance and types of market information?	KL5	CO5	15