

## School of Agriculture

Bachelor of Science Honours in Agriculture  
Semester End Examination - Aug 2024

Duration : 180 Minutes  
Max Marks : 100

### Sem IV - A1UA406B - Agricultural Marketing Trade and Prices

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Kindly name and enlist 5 types of classification of markets ? K1(2)
- 2) Interpret the impact of changes in supply on agricultural markets. K2(4)
- 3) Outline the market structure its component and dynamics of market conduct and market performance ? K2(6)
- 4) Develop a model for cold chain system in marketing of agriculture products? K3(9)
- 5) Could you develop an understanding of cooperative marketing in India, highlighting its significance and the role it plays in the agricultural sector? K3(9)
- 6) What are the criteria for grade standards and explain about grading, labelling and certification ? K5(10)
- 7) Analyze the characteristics of developed markets and ideal system of agriculture marketing ? K4(12)
- 8) Determine the types of market integration , Definition of Market efficiency , Buffer stocks and Pradhan mantri garib Kalyan Yojna ? K5(15)
- 9) Why processing and value addition is important for perishable vegetables and fruits and explain the role of FSSAI and HACCP? K5(15)
- 10) What does PLC stand for, list the stages of product life cycle , market intelligence, market information, Four elements of marketing mix and explain the meaning of agmark and its significance? K6(18)