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School of Agriculture
Bachelor of Science Honours in Agriculture
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

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) Classify the characteristics of agriculture Commodities K2 (2)
- 2) Define the agriculture marketing and agriculture startup? K1 (3)
- 3) Assess the impact of climate change on agricultural marketing? K2 (4)
- 4) Kindly summarise the meaning of marketing structure, market conduct and market performance ? K2 (6)
- 5) Identify the meaning and type of producers surplus? K3 (6)
- 6) Develop a market segmentation strategy for a range of organic agricultural products and various dimensions of market? K3 (9)
- 7) Classify the various market functions and explain packaging and grading functions of marketing? K4 (8)
- 8) Examine the role NABARD in Agriculture Marketing Finance and what is meaning and importance of market information? K4 (12)

OR

Analyse the relationship between marketed and marketable surplus and factors affecting marketable surplus? K4 (12)