

COER University**END SEMESTER EXAMINATION, EVEN SEM 2022-23****Time : 3 hours****Total Marks : 100****Program Name : B.Sc.(Hons.) Agriculture****Semester : IV****Course Name : Agricultural Marketing, Trade and Prices****Course Code : BSAG408**

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Five Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain market structure and its components.	CO 1	1
(b)	Discuss about the Objectives, Scope & Subject Matter of Agri. Marketing.	CO 1	1
(c)	Explain the determinants of demand of farm products.	CO 1	1
(d)	Differentiate between augmented and potential product.	CO 1	1
(e)	Explain the concept of market segmentation.	CO 1	1
(f)	Illustrate about cash market and forward market.	CO 1	1

Q. No 2	Attempt Any Five Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Describe the different stages of Product life cycle.	CO 2	1
(b)	Discuss the Packing and Packaging and its advantages.	CO 2	1
(c)	Briefly explain marketing process.	CO 2	1
(d)	Explain the primary and secondary function of markets.	CO 2	1
(e)	Explain role of quality control and labeling.	CO 2	1
(f)	Illustrate about growth stage and maturity stage of a product.	CO 2	1

Q. No 3	Attempt Any Five Parts. Each Question Carries 5 Marks.	CO	BL
(a)	What are the factors Determining the Marketing Channels.	CO 3	3
(b)	Elaborate the regulated market and its benefits.	CO 3	3
(c)	Explain the term market Promotion. Also write merits and demerits of advertising and sales promotion.	CO 3	3
(d)	Explain about market segmentation and its type.	CO 3	3
(e)	Discuss the ways to reduce marketing costs	CO 3	3
(f)	Discuss about the advantages of CWC and SWC in agriculture marketing.	CO 3	3

Q. No 4	Attempt Any Five Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Discuss the objective and functions of FCI.	CO 4	4
(b)	What do you understand by AoA? Discuss in detail?	CO 4	4
(c)	Discuss role of GATT and WTO.	CO 4	4
(d)	Discuss the role of CACP in detail.	CO 4	4
(e)	Explain the role and functions of NAFED.	CO 4	4
(f)	Illustrate the major fact of Agricultural Produce (Development and Warehousing) Corporation Act, 1956.	CO 4	4

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