

**End Semester/Reappear (Semester IV) Examination May 2025**
**Programme: B. Sc. (Hons.) Agriculture**
**Course: Agricultural Marketing Trade & Prices**
**Course Code: 13A.265**
**Enrolment no. \_\_\_\_\_**
**Full Marks: 50**
**Time: 2 Hrs.**

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			<b>4 x 5 = 20</b>
a	Discuss types of market on the basis of Government intervention and regulation.	CO1	Understand	
	or			
b	Define market and marketing in your own words.	CO1	Understand	
	or			
	Define product life cycle. Discuss the importance of product life cycle.	CO1	Remember	
c	Write a short note on dynamics of market structure.	CO1	Understand	
	or			
	Enlist the functions of physical movement and explain it in your own words.	CO2	Remember	
d	or			
	Define Speculation in your own words. Explain various types of speculation.	CO2	Understand	
	Discuss the objectives of World Trade Organization (WTO).	CO2	Remember	
	or			
	Discuss objectives and principles of GATT.	CO2	Understand	
<b>Section II</b>				
<b>Long Answer type questions.</b>				<b>2 x 15 = 30</b>
2	Explain the important strategies required to implement in each stage of product life cycle.	CO1	Analyze	
	or			
3	Discuss marketable surplus. Differentiate between marketable surplus and marketed surplus.	CO1	Analyze	
	or			
	Briefly explain the law of demand curve with suitable graph.	CO3	Analyze	
	or			
	Draw suitable graphs explaining various degrees of elasticity of demand.	CO3	Analyze	

**Course Outcome:**

At the end of the course the student will be able to:

CO1: Know basic concept of marketing-its functions, product life cycle, segmentations, and determinants of demand, supply and producer surplus.

CO2: Understand objective and functions of various institutions, risk in marketing, trade importance and its implications in Indian agriculture.

CO3: Draw demand and supply curves, elasticities, index numbers and establish relationship between market arrivals and prices.