

ROLL NO:

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KMS COLLEGE OF IT & MGMT, DASUYA

BSC Agriculture-4th Sem

Subject -Agricultural Marketing trade and prices

Time: 1:00Hrs.

Max Marks: 25

Instructions to Candidates:

1. Section – A is COMPULSORY consisting FIVE questions carrying one marks each
2. Section – B contains Three Questions carrying FIVE marks each and student have to attempt any TWO questions.
3. Section – C containstwo questions carrying TEN marks each and students have to attempt any ONE question.

SECTION – A

- a) Define Market
- b) Define Agricultural marketing
- c) Define Market Integration
- d) Define PLC
- e) Define Market Segmentation

SECTION-B

2. Difference between National and International Market.
- 3 .Difference between Wholesale and Retail market.
- 4.what is forward and backward market integration.

SECTION-c

4. Explain Marketing process
5. Explain Various types of market intermediaries in detail.

