MA RURAL DEVELOPMENT FOURTH SEMESTER RURAL MARKETING & INFRASTRUCTURE MRD-403 B

(Use separate answer scripts for Objective & Descriptive)

Duration: 3 hrs. Full Marks: 70

[PART-A: Objective]

Time : 20 min. Marks : 20

Choose the correct answer from the following:

1x20 = 20

- 1. Marketing Research and Information Network scheme was launched in:
 - a. 2000

b. 2005

c. 2008

d. 2010

- 2. The scheme for development of Agricultural marketing infrastructure, grading and standardization was launched in:
 - a. 2000

b. 2002

c. 2004

d. 2006

- 3. Agricultural Produce Act was coined:
 - a. 1937

b. 1940

c. 1950

d. 1955

- 4. BIS Act:
 - a. 1985

b. 1986

c. 1987

d. 1988

- 5. Marketable Surplus =
- 6. Marketed Surplus =
- 7. BIS=

a. Bureau of Indian Standards

b. Bureau of Industrial Society

c. Bureau of Indian Society

d. Bureau of Indian Structure

- 8. ISO=
 - a. Indian Organization for Standardization.
 - b. International Organization for Society.
 - c. Indian Organization for Society.
 - d. International Organization for Standardization.
- 9. The meeting point of demand and supply is called:

a. Equity

b. Equality

c. Equilibrium

d. None of these

10. The term cooperative has:

a. Latin root

b. Spanish root

c. Italian root

d. Greek root

11.	Small Farmers Agri-Business Consortium is a. New Delhi c. Kolkata	situated: b. Chennai d. Mumbai
12.	Anand pattern Dairy cooperative is a good e a. Cooperative c. Integrated	xample of livestock farming. b. Intensive d. Mixed
13.	Cooperative farming is a system of farming to based on equality for economic and social be a. Formally c. Informally	
14.	Use of machines for conducting agricultural methods is called: a. Farm industrialization c. Farm machination	b. Farm privatization d. None of these
15.	The typical rural market of North east India a. Organized c. Both A and B	
16.	India is thelarger producer of Wheat a. 1st c. 2nd	and Paddy. b. 4 th d. 3 rd
17.	NIAM is situated in Kerala. a. True	b. False
18.	Peasant farming is the kind of farming in who manager and organizer of the farm. a. True	b. False
19.	Generally mixed crop-livestock farming comhorticulture, floriculture, fish farming etc. is a. True	
20.	Farming is basically an organized system of	

[PART-B : Descriptive]

Marks: 50

Time: 2 hrs. 40 min.

[Answer question no.1 & any four (4) from the rest] 1. a. What is Agricultural marketing? 2+8=10 b. Define the present state of Agricultural marketing system in India. 2. What are the government interventions for agricultural marketing? 10 3. What are the defects of Agricultural marketing in India? 10 4. a. Define Marketed and Marketable Surplus. 4+6=10 b. What are the measurements of Cooperative farming? 5. What is sound agricultural marketing system? 10 6. State the relationship between Demand, Supply and Price. What are the 8+2=10 characteristics of rural marketing? 7. a. What is Co-operative farming? 2+4+4=10 b. What are the advantages of Co-Operative farming? c. What are the causes of failure of Co-operative farming? 8. a. Define Farming. 2+8=10 b. Give an account of Farming in India.

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