TEACHING PLAN: AGRICULTURAL MARKETING, TRADE AND PRICE

SCHOOL: SOHSS		ACADEMIC SESSION: 2023 – 2024	FOR STUDENT'S BATCH: 2nd Year 4th Sem
1	Course Code	AEC-202	
2	Course Title	AGRICULTURAL MARKETING, TRADE AND PRICES	
3	Credits	3	
4	Learning Hours	Contact Hours: 72 Assessment: 10 Guided Study: 18 Total hours: 100	
5	Course Objective	1. Main objective of this subject is to acquaint the student about the agriculture marketing, trades and prices. 2. Describes about the agricultural marketing, product life cycle and competitive strategies, pricing. 3. This course provides idea about promotional strategies, marketing process and functions, marketing channels, integration, efficiency, costs and price spread. 4. The course also contains role of Govt. in agricultural marketing, agricultural prices and policy and trade.	
6	Course Outcomes	1. Learn marketing process and functions: Marketing process-concentration, dispersion and equalization; exchange. 2. Understand role of Govt. in agricultural marketing: Public sector institutions-CWC, SWC, FCI, CACP & DMI – their objectives and functions. 3. Gain knowledge of optimization of Resource use and Output Management: An efficient agricultural marketing system leads to the optimization of resource use and output management. An efficient marketing system can also contribute to an increase in the marketable surplus by scaling down the losses arising out of inefficient processing, storage and transportation. A well designed system of marketing can effectively distribute the available stock of modern inputs, and thereby sustain a faster rate of growth in the agricultural sector. 4. Evaluate the efficient marketing system ensures higher levels of income for the farmers by reducing the number of middlemen or by restricting the commission on marketing services and the malpractices adopted by them in the marketing of farm products. 5. Understand the marketing system is essential for the success of the development programmes which are designed to uplift the population as a whole. Any plan of economic.	

7	Outline Syllabus:				
7.01	Paper Code	Unit		Reference Number	Lectures
7.02	AES-202	UNIT-I AGRICULTURAL MARKETIN	a) Agricultural Marketing: Concepts and definitions of market, marketing, agricultural marketing, market structure, marketing mix and market segmentation	498-497	1-18

		G, DEMAND, SUPPLY AND PRODUCES SUIRPLUS	b) classification and characteristics of agricultural markets**;** demand, supply; c) producer's surplus of agri-commodities: nature and determinants of demand and supply of farm products, d) producer's surplus – meaning and its types, marketable and marketed surplus, factors affecting marketable surplus of agri-commodities		
		UNIT-II PLC AND MARKET PROMOTION	a) Meaning and stages in PLC; characteristics of PLC; strategies in different stages of PLC; pricing and promotion strategies b) pricing considerations and approaches – cost based and competition based pricing c) market promotion – advertising, personal selling, d) sales promotion and publicity – their meaning and merits & demerits	256-371	19-36
		UNIT-III MARKETIN G FUNCTIONE RIES	a) Marketing process and functions; Marketing process-concentration, dispersion and equalization, exchange functions – buying and selling b) Physical functions – storage, transport and processing, facilitating functions – packaging, branding, grading, quality control and labeling (Agmark) c) Market functionaries and marketing channels: Types and importance of agencies involved in agricultural marketing, meaning and definition of marketing channel; number of channel levels; marketing channels for different farm products d) Integration, efficiency, costs and price spread: Meaning, definition and types of market integration, marketing efficiency; marketing costs, margins and price spread and factors affecting cost of marketing; reasons for higher marketing costs of farm commodities; ways of reducing marketing costs	169-243	37-44
7.03		UNIT-IV: GOVERNAN CE: CONCEPT AND DEVELOPM ENT	a) Role of Govt. in agricultural marketing: Public sector institutions- CWC, SWC, FCI, CACP & DMI – their objectives and functions; cooperative marketing in India; Risk in marketing: Types of risk in marketing; speculation & hedging; an overview of futures trading b) Agricultural prices and policy: Meaning and functions of price; administered prices need for agricultural price policy c) Trade: Concept of International Trade and its need, theories of absolute and comparative advantage	585-592	45-72

				d) Present status and prospects of international trade in agri-commodities; GATT and WTO ; Agreement on Agriculture (AoA) and its implications on Indian agriculture and IPR.		

8	**Course Evaluation**	
8.1	**Course Assesement: 5%**	
8.1	**CA: 20%**	
8.11	**Attendance**	
8.12	**Homework**	
8.13	**Quizzes**	
8.14	**Projects**	
8.15	**Presentation**	
8.16	**Any other**	
8.2	**Practicals- 30%**	
8.3	**MTE- 20%**	
8.4	**End-term examination: 30%**	
9	**Text Books & References**	
9.1	**Text book**	1. Agricultural Economics by Subba Reddy, P. Raghu Ram, T.V. Neelkanta Sastry & I. Bhavani Devi, Second Edition, Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi. 2. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal, Oxford & IBH Publising Co. Pvt. Ltd, New Delhi 3. Marketing Management: A South Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Dorling Kindersley (India) Pvt. Ltd. Licensees of Pearson Education in South Asia 4. Fundamentals of Farm Business Management by S.S. Johl and J. R. Kapur, Kalyani Publishers, New Delhi 5. Fundamentals of Agricultural Economics by P.K.Verma and S.K.Nag
9.2	**Reference**	1. Pawar, P.P., K.R.Waykar, B.K.Mali and S.S.Bhosale, Need of Shetkari Bazar for Marketing of Fruits and Vegetables in Maharashtra, Ind. Journal of Agri. Marketing, 15(3), Sept.-Dec., 2002, pp.53-54. 2. Atibudhi, H.N. and Binodini Sethi, Krushak Bazar: An Ideal Bazar: A Case Study in Orissa. Indian J. of Agri. Marketing, 15(3), Sept.-Dec. 2001, pp.35-40. 3. Acharya S.S and Agarwal NL, 2006, Agricultural Marketing in India. Oxford & IBH Publishing Co.Pvt.Ltd. New Delhi · 4. Kahlon, A.S and Tyagi.D S, 1983 Agricultural Price Policy in India. Allied Publishers Pvt. Ltd., New Delhi. 1. Mamoria, C.B. and Joshi. R L.1995, Principles and Practices of Marketing in India, Kitab Mahal, Allahabad
9.3	**Video References**	1. https://youtu.be/jgg5sdjiyPc 2. https://youtu.be/xTngu__KiGU 3. https://youtu.be/A_ZMkiIoVJo 4. https://youtu.be/Z_Lda_SvRmk 5. https://youtu.be/qGBh5ulqJf4

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code.Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit I (d)	✓				
Paper Code.Unit II (a)		✓			
Paper Code. Unit II(b)			✓		
Paper Code. Unit II(c)		✓			
Paper Code. Unit II (d)		✓			
Paper Code.Unit III (a)		✓			
Paper Code. Unit III(b)				✓	
Paper Code. Unit III(c)				✓	
Paper Code. Unit III (d)				✓	
Paper Code.Unit IV (a)				✓	✓
Paper Code. Unit IV(b)		✓			
Paper Code. Unit IV(c)				✓	
Paper Code. Unit IV(d)				✓	

QUESTION BANK

UNIT-I:

A. Objective Questions

1. Products possess special attraction to the consumers
A. Shopping goods
B. Speciality goods.
C. Convenience goods
D. Accessories

2. A place for buying and selling activities is called __________.
A. market.
B. marketing.
C. Market research.
D. market information.

3. The words used to convey the advertisement idea is ________.
A. advertisement.
B. advertisement Research.
C. advertisement copy.
D. advertisement budget.

4. Advertisement promotes _____________.
A. purchases.
B. production.
C. sales.
D. price.

5. Agricultural products are ____________.
A. perishable.
B. highly-priced.
C. low-quality products.
D. heterogeneous goods.

A. Write short notes on following heads-
1. Marketing functionaries
2. Marketable surplus
3. Hedging
4. Marketing conduct
5. Marketing risk

B. Descriptive Questions
1. Describe types of risk prevail in marketing and how to minimize them
2. Give a brief outline on Agreement on Agriculture (AoA) under WTO?
3. Define agricultural marketing with its scope, components and classification in detail.
4. Explain objectives and functions of FCI?

UNIT- II

A. Objective Questions

1. The social aspect of marketing is to ensure _________.
A. price.
B. demand.
C. low price with high quality.
D. service goods.

2. ________ is a process by which a product is branded.
A. Brand.
B. Branding.
C. Packaging.
D. Pricing.

3. Facilities for sale and purchase of agricultural products are available in _________.
A. commodity exchange.
B. regulated market
C. stock exchange.
D. unregulated market.

4. Fixing a high price for a new product will be called as _________.
A. price skimming.
B. price segmentation.
C. dual pricing.
D. customary pricing.

5. Marketing research is concerned with __________.
A. anticipation of production.
B. supply position.
C. financial problems.
D. solution to specific problems of marketing.

C. Write short notes on following heads-
1. Export subsidies
2. Free trade
3. Marketing process
4. Marketing efficiency
5. Marketing cost

D. Descriptive Question
1. Difference between National and International Market.
2. Difference between Wholesale and Retail market.
3. What is forward and backward market integration.
4. Write down the factors affecting the cost of marketing in agriculture.
5. Explain contract farming and its scope in Punjab agriculture

UNIT-III

A. Objective Questions

1. Brand loyalty refers to product ________________.
A. identification.
B. recognition.
C. preference.
D. insistence

2. Middlemen will increase the ________________.
A. price of the product.
B. quality of the product.
C. profit of the product.
D. time and place utility of the product.

3. Sales management deals with ___________.
A. sales.
B. product.
C. profit.
D. market.

4. The process of subdividing total markets into several sub market is ___________.
A. market fluctuations.
B. market positioning.
C. market segmentation.
D. market penetration.

5. Mercatus means ___________.
A. buying.
B. to sell.
C. to assemble.
D. to trade.

B. Write short notes on following head-
1. Foreign trades
2. Grading
3. Market Integration

4. Agriculture subsidies
5. Agricultural marketing policies

C. Descriptive Question

1. **1.** Explain briefly the difference between advertisement and publicity
2. **2.** Give the names of any three products for which you think personal selling will be most suitable. Give reasons for your answer
3. **3.** What is the difference between personal selling and sales promotion?
4. **4.** Explain briefly the different approaches to price fixation.

UNIT-IV

A. Objective Questions

1. Price and competition is increasingly servers in ______.
A. decline stage.
B. growth stage.
C. maturity stage.
D. introduction stage.

2. Identify the one which is demand-based pricing______
A. target pricing.
B. mark up pricing.
C. marginal pricing.
D. skimming pricing.

3. The main aim of regulated markets is ____.
A. eliminate the middle man.
B. to earn more profit.
C. increase the sales.
D. avoid distribution cost.

4. Identify the one which comes under service marketing ______.
A. insurance.
B. motor cars.
C. refrigerators.
D. television.

5. Agmark standardization is given to ______ .
A. industrial goods.
B. agricultural goods.
C. imported goods.
D. consumer goods.

B. Write short notes on following head-

1. Marketing mix
2. Physical Distribution
3. GATT
4. WTO
5. AGMARK

C. Descriptive Question

1. Why are middlemen important? Give any two types of channels of distribution.

2. Write about the contribution of AGMARK in Indian agriculture market.
3. What are the role of government in agricultural marketing
4. Write the factor affecting market cost
5. Write the process and function of marketing