

INSTITUTE	FACULTY OF AGRICULTURE
PROGRAM	BACHELOR OF SCIENCE (Hons.) AGRICULTURE
SEMESTER	4
COURSE TITLE	AGRICULTURAL MARKETING, TRADE AND PRICES
COURSE CODE	16AS0405
COURSE CREDITS	3

Objective:

- 1 To impart knowledge about concepts of trade, marketing strategies, marketing process and on overcoming marketing hurdles.

Course Outcomes: After completion of this course, student will be able to:

- 1 Students will understand the concepts of marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, risk bearing, marketing structure and operation of local, regional and international agricultural markets, trade agreements, quality control methods, standards employed.
- 2 Students will able to identify different stages of PLC.
- 3 Students will apply the knowledge of economic principles in marketing of agricultural products, public-private sector marketing institutions and the role of Government in regulating markets and fixing prices.
- 4 Students will be able to discover the alternatives in marketing of agricultural commodities/products.

Pre-requisite of course:To have the basic knowledge about marketing in agriculture.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	2	50	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	1 Concepts and definitions of market, marketing, agricultural marketing, market structure, marketing mix and market segmentation, classification and characteristics of agricultural markets	1
2	2 Demand, supply and producer's surplus of agri-commodities: nature and determinants of demand and supply of farm products, producer's surplus – meaning and its types, marketable and marketed surplus, factors affecting marketable surplus of agri-commodities	1

Contents : Unit	Topics	Contact Hours
3	3 Pricing and promotion strategies: pricing considerations and approaches – cost based and competition based pricing	1
4	4 Market promotion – advertising, personal selling, sales promotion and publicity – their meaning and merits & demerits	1
5	5 Marketing process and functions: Marketing process-concentration, dispersion and equalization	1
6	6 Exchange functions – buying and selling; physical functions – storage, transport and processing; facilitating functions – packaging, branding, grading, quality control and labeling (Agmark)	2
7	7 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	2
8	8 Integration, efficiency, costs and price spread: Meaning, definition and types of market integration; marketing efficiency; marketing costs, margins and price spread; factors affecting cost of marketing; reasons for higher marketing costs of farm commodities; ways of reducing marketing costs	2
9	9 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; Agricultural prices and policy: Meaning and functions of price; administered prices; need for agricultural price policy	2
10	10 Trade: Concept of International Trade and its need, theories of absolute and comparative advantage. Present status and prospects of international trade in agri-commodities; GATT and WTO; Agreement on Agriculture (AoA) and its implications on Indian agriculture; IPR.	1
11	11 Role of government in agricultural marketing. Role of APMC and its relevance in the present day context.	1
Total Hours		15

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	1 Plotting and study of demand and supply curves and calculation of elasticities	2
2	2 Study of relationship between market arrivals and prices of some selected commodities	2
3	3 Computation of marketable and marketed surplus of important commodities	2
4	4 Study of price behaviour over time for some selected commodities	2
5	5 Construction of index numbers	2
6	6 Visit to a local market to study various marketing functions performed by different agencies, identification of marketing channels for selected commodity, collection of data regarding marketing costs, margins and price spread and presentation of report in the class	2
7	7 Visit to market institutions – NAFED, SWC, CWC, cooperative marketing society, etc. to study their organization and functioning	2
8	8 Application of principles of comparative advantage of international trade	2
Total Hours		16

Textbook :

- 1 NA, NA, NA, NA

References:

- 1 Agricultural Marketing in India, Agricultural Marketing in India, S. S. Acharya and N. L. Agarwal, Kalyani Publisher, 1990
- 2 Marketing of Agricultural Products, Marketing of Agricultural Products, R. L. Kohis and N. Joseshuhf, Oxford India, 1992
- 3 Agricultural Price Analysis, Agricultural Price Analysis, G. E. Shephard, Orient longman India, 2000
- 4 Agricultural Price Policy, Agricultural Price Policy, S. S. Acharya and N. L. Agarwal, Prentice Hall India, 1990

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
25.00	25.00	20.00	10.00	10.00	10.00

Instructional Method:

- 1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board may also use any of tools such as demonstration, role play, quiz, brain storming, MOOCs etc.
- 2 The internal evaluation will be done on the basis of continuous evaluation of students in the laboratory and class-room.
- 3 Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory.
- 4 Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.