

## Syllabus for B.Sc. (Hons) Agriculture Year – III (Sem. V)

**Subject Code:** 16AS0515

**Subject Short Name:** Ag. Econ. 5.3

**Subject Name:** Agricultural Marketing and Trade

**Objective:**

1. To understand the fundamentals of agricultural marketing and trade
2. To analyze the factors influencing supply and demand in agricultural markets
3. To explore different marketing channels and strategies in agriculture
4. To examine the role of government policies and regulations in agricultural markets

**Credits Earned:** 3 Credits (2+1)

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

- 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.
- Identify different stages of PLC.
- Gain 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.
- Discover the alternatives in marketing of agricultural commodities/products.

Teaching Scheme (Hours)			Credits	Theory Marks			Tutorial/ Practical Marks		Total Marks
Theory	Tutorial	Practical		ESE (E)	Mid Sem (M)	Progressive Assessment (PA)	Viva (V)	Term work (TW)	
2	0	2	3	40	20	20	10	10	100

**Theory Content:**

<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	Agricultural Marketing: Concepts and definitions of market, marketing, agricultural marketing, market structure, marketing mix and market segmentation, classification and characteristics of agricultural markets	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	3
3	Pricing and promotion strategies: pricing considerations and approaches – cost based and competition based pricing; market promotion – advertising, personal selling, sales promotion and publicity – meaning, merits and demerits	2
4	Marketing process and functions: Marketing process concentration, dispersion and equalization; exchange functions – buying and selling; physical functions – storage, transport and processing; facilitating functions – packaging, branding, grading, quality control and labelling (Agmark)	2
5	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	3
6	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	3
7	Role of Govt. in agricultural marketing: Public sector institutions- CWC, SWC, FCI, CACP and DMI – their objectives and functions; cooperative marketing in India	2

8	Risk in marketing: Types of risk in marketing; speculation and hedging; an overview of futures trading	1
9	Agricultural prices and policy: Meaning and functions of price; administered prices; need for innovations in agricultural price policy	2
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; WTO; Agreement on Agriculture (AoA) and its implications on Indian agriculture; IPR;	2
11	Role of government in agricultural marketing; Role of APMC and its relevance in the present day context.	2
	<b>Total</b>	<b>24</b>

#### Practical Content:

Unit	Topics	Contact Hours
1	Plotting and study of demand and supply curves and calculation of elasticities	2
2	Study of relationship between market arrivals and prices of some selected commodities	2
3	Computation of marketable and marketed surplus of important commodities	2
4	Study of price behaviour over time for some selected commodities	2
5	Construction of index numbers	2
6	Visit to a local market to study various marketing functions performed by different agencies	2
7	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
8	Visit to market institutions –NAFED, SWC, CWC, cooperative marketing society, etc. to study their organization and functioning	2
9	Application of principles of comparative advantage of international trade	2

<b>Total</b>	<b>18</b>
--------------	-----------

**Reference Books:**

- Acharya, S.S. and Agarwal, N.L. 2006. Agricultural Marketing in India, Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi.
- Chinna, S.S. 2005. Agricultural Economics and Indian Agriculture. Kalyani Pub, N Delhi.
- Dominic Salvatore, Micro Economic Theory
- Kohls Richard, L. and Uhl Josheph, N. 2002. Marketing of Agricultural Products, Prentice-Hall of India Private Ltd., New Delhi.
- Kotler and Armstrong, 2005. Principles of Marketing, Pearson Prentice-Hall.

**Suggested Theory distribution:**

The suggested theory distribution as per Bloom’s taxonomy is as per 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	Understand	Apply	Analyze	Evaluate	Create
25%	25%	20%	10%	10%	10%

**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 white 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 class-rooms.
3. Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory/ field.
4. Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.