**SUBJECT: LIVESTOCK PRODUCTS TECHNOLOGY.**

**CHAPTER: MARKETING OF LIVESTOCK PRODUCTS.**

**CHAPTER NUMBER: 14**

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**FILL IN THE BLANCK.**

1. The word “Market” is derived from the latin word \_\_\_\_\_meaning thereby merchandise, ware, traffic, trade or a place where business is conducted.
2. \_\_\_\_\_ is the difference between the amount consumers pay for the final product and the amount producer receive.
3. \_\_\_\_\_are those individuals or business concerns who specialize in performing various marketing functions involved in purchase and sale of goods as they are moved from producers to consumers.
4. *\_\_\_\_\_*sell the commodity to retailers or other wholesalers but do not sell in significant amount to ultimate consumers.
5. *\_\_\_\_\_*buys products for resale directly to the ultimate consumer of the goods.
6. \_\_\_\_\_are the commission agents normally take over physical handling of the product, arrange for sales, sell the goods in their name, prepare bills, collect money from the buyer, extend credit to the buyers, deduct their fee and remit the balance to the seller.
7. *\_\_\_\_\_*are the middleman that does not have physical control over the product. He has less discretionary power in price negotiations than commission agent.
8. \_\_\_\_\_are the routes through which products move from producers to consumers.
9. \_\_\_\_\_is said to exist when there are large number of buyers and sellers dealing with homogeneous product
10. In\_\_\_\_\_ market (type) some buyers or sellers or both are not aware of the offers being made by others. In this type of market, different prices prevail for the same commodity at the same time.
11. In\_\_\_\_\_ market (type) all the potential sellers and buyers are promptly aware of the prices at which transactions take place and all the offers made by other sellers and buyers and when any buyer can purchase from any seller and conversely. Under such condition the price of a commodity will tend to be the same all over the market at the same time.
12. Under \_\_\_\_\_, (type of imperfect competition) there are only a few sellers of a product. Every seller exercises an important influence on the price-output policies of his rivals.
13. When a market is having more than two buyers of a product such a market is called as \_\_\_\_\_ market. (type of imperfect market) Ex. Cheese
14. In ­­­­\_\_\_\_\_, (type of imperfect competition) single producer or seller controls the entire market. There is no substitute for his product. The producer controls the entire supply and he can fix the price. ex: Railways.
15. When there is only one buyer of a product the market is termed as ­­­\_\_\_\_\_ (type of imperfect market) market.
16. In \_\_\_\_\_ (type of imperfect competition) only two sellers exist in this market. Both the sellers may mutually agree to charge a common price which is usually higher than the common market price.
17. If there are two buyers in the market such a market is called as ­­­­\_\_\_\_\_ market.
18. \_\_\_\_\_ includes collection and concentration of goods of the same type from various sources of supply at centrally located places.
19. \_\_\_\_\_\_ is the opposite of assembling.
20. Acceptance of loss in the marketing of a product is considered as \_\_\_\_\_.
21. \_\_\_\_\_\_is the market intelligence include information pertains to the past i.e. prices and market arrivals of the commodities in the past. Hence, it is historical in nature. Analysis of the past prices and supply help in taking decisions for the future.
22. \_\_\_\_\_ refers to current information about the prices, arrivals and changes in the market conditions. It helps the livestock owners to take decisions about when and where to sell their produce. Market news quickly becomes obsolete and requires frequent up dating.

ANSWER

1. Marcatus
2. Marketing margin
3. Middlemen
4. Wholesaler
5. Retailer
6. Commission agent
7. Broker
8. Marketing channels
9. Pure competition
10. Imperfect
11. Perfect
12. Oligopoly
13. Oligopsony
14. Monopoly
15. Monopsony
16. Duopoly
17. Duopsony
18. Assembling
19. Processing
20. Risk
21. Market intelligence
22. Market new

**MATCHUP TYPE QUESTIONS**

|  |  |
| --- | --- |
| 1. Marcatus | 1. consumers |
| 1. Organised marketing channels | 1. Profit motive |
| 1. Unorganised marketing channels | 1. traders |
| 1. Retail markets | 1. Service motive |
| 1. Wholesale markets | 1. Business place |

1. Match the columns and choose the correct option.
2. (1-b) (2-e) (3-a) (4-c) (5-a)
3. (1-e) (2-d) (3-b) (4-a) (5-c)
4. (1-e) (2-b) (3-d) (4-c) (5-a)
5. (1-e) (2-d) (3-b) (4-c) (5-a)

|  |  |
| --- | --- |
| 1. Cooperative societies | 1. Same price at a same time |
| 1. Private Vendors | 1. Organised marketing channels |
| 1. Perfect market | 1. Monopoly |
| 1. Imperfect maket | 1. Vegetable market |
| 1. Specialised market | 1. Unorganised marketing channels |

1. Match the columns and choose the correct option.
2. (1-b) (2-e) (3-a) (4-c) (5-a)
3. (1-e) (2-d) (3-b) (4-a) (5-c)
4. (1-a) (2-b) (3-c) (4-e) (5-d)
5. (1-a) (2-c) (3-e) (4-b) (5-d)

|  |  |
| --- | --- |
| 1. Duopoly | 1. One buyer in market |
| 1. Duopsony | 1. Large numbers of buyers and sellers |
| 1. Monopoly | 1. Two buyers in market |
| 1. monopsony | 1. One seller in market |
| 1. Pure competition | 1. Two sellers in market |

1. Match the columns and choose the correct option.
2. (1-e) (2-c) (3-d) (4-b) (5-a)
3. (1-e) (2-d) (3-c) (4-b) (5-a)
4. (1-e) (2-c) (3-d) (4-a) (5-b)
5. (1-e) (2-c) (3-b) (4-d) (5-a)

|  |  |
| --- | --- |
| 1. Demand for livestock products | 1. Elastic |
| 1. Supply of livestock products | 1. Rise of price |
| 1. peak production | 1. Inelastic |
| 1. lean production | 1. fall of price |
| 1. imbalance in supply and demand | 1. fluctuations in prices |

1. Match the columns and choose the correct option.
2. (1-c) (2-a) (3-d) (4-e) (5-b)
3. (1-c) (2-a) (3-d) (4-b) (5-e)
4. (1-c) (2-d) (3-a) (4-e) (5-b)
5. (1-c) (2-d) (3-a) (4-b) (5-e)

|  |  |
| --- | --- |
| 1. pulse of the market | 1. Dicision |
| 1. temperature of the market | 1. supply adequate, scarce or abundant |
| 1. market pressure | 1. active or sluggish |
| 1. Market information | 1. prices rising or falling |
|  |  |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a) (5-e)
3. (1-c) (2-d) (3-b) (4-a) (5-e)
4. (1-d) (2-c) (3-b) (4-a) (5-e)
5. (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. Market intelligence | 1. export or import |
| 1. Market news | 1. Past information |
| 1. Facilitating organizations | 1. current information |
| 1. Sea board markets | 1. Co-operative marketing societies |
| 1. Terminal markets | 1. Big cities |

1. Match the columns and choose the correct option.
2. (1-b) (2-e) (3-d) (4-c) (5-a)
3. (1-b) (2-d) (3-e) (4-c) (5-a)
4. (1-b) (2-c) (3-d) (4-c) (5-a)
5. (1-b) (2-c) (3-d) (4-a) (5-e)

|  |  |
| --- | --- |
| 1. NAFED | 1. Egg pricing. |
| 2. ACIL | 1. Encourage export of eggs. |
| 3. BEPA | c) procure eggs from farmers member only. |
| 4. NECC | d) egg marketing in big cities. |
| 5.GCMMF | e) Milk |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a) (5-e)
3. (1-c) (2-d) (3-b) (4-a) (5-e)
4. (1-d) (2-c) (3-b) (4-a) (5-e)
5. (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. MFPO, 1st schedule. | 1. Deal with packaging, marketing and labelling of the container of meat food products. |
| 1. MFPO, 2st schedule. | 1. Deal with hygienic requirements to be compiled with by a license who also slaughter in his factory. |
| 1. MFPO, 3st schedule. | 1. Application of license or renewal of license. |
| 1. MFPO, 4st schedule. | 1. Deal with minimum sanitary requirements. |
| 1. MMPO | 1. 1992 |

1. Match the columns and choose the correct option.

a) (1-d) (2-c) (3-b) (4-a) (5-e)

b) (1-c) (2-d) (3-b) (4-a) (5-e)

c) (1-d) (2-c) (3-b) (4-a) (5-e)

d) (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. MFPO category A | 1. Export of Wool and woollens. |
| 1. MFPO category B | 1. Include manufacture of meat food who purchased meat from any other sources. |
| 1. MFPO category C | 1. Include manufacture of meat food who purchased meat from approved slaughter house. |
| 1. WWEPC | 1. Include manufacture of meat food who possess their own slaughterhouse. |
|  |  |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a) (5-e)
3. (1-c) (2-d) (3-b) (4-a) (5-e)
4. (1-d) (2-c) (3-b) (4-a) (5-e)
5. (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. MMPO | 1. 1995 |
| 1. MFPO | 1. 1963 |
| 1. CAC | 1. 1973 |
| 1. WTO | 1. 1992 |
| 1. ACIL | 1. 1982 |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a) (5-e)
3. (1-c) (2-d) (3-b) (4-a) (5-e)
4. (1-d) (2-c) (3-b) (4-a) (5-e)
5. (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. NAFED | 1. 1982 |
| 1. BEPA | 1. 1973 |
| 1. GCMMF | 1. 1998 |
| 1. NECC | 1. 1958 |
|  |  |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a) (5-e)
3. (1-c) (2-d) (3-b) (4-a) (5-e)
4. (1-d) (2-c) (3-b) (4-a) (5-e)
5. (1-c) (2-d) (3-b) (4-e) (5-a)

**ANSWERS**

1. B
2. A
3. C
4. B
5. B
6. D
7. A
8. B
9. C
10. A
11. A

**MULTIPLE CHOICE TYPE QUESTIONS**

1. Market information serves the following purposes. which are correct?
2. For the producers in taking appropriate decisions regarding when and where to sell the produce and to whom to sell and where to buy and when to buy the required inputs.
3. For the general economy to regulate the prices of the commodities.

1. For the Government to make policy decisions in the regulation of markets, buffer stocking, import and export of commodities.
2. For the middlemen to plan transport of goods.
3. (i) and (ii) and (iii) are correct.
4. (ii) and (iv) are correct.
5. (i) and (iv) are correct.
6. All are correct.
7. For the middlemen to plan the purchase, storage and sale of goods based on the information which helps them to know the----
8. Pulse of the market (active or sluggish).
9. Temperature of the market (prices rising or falling).
10. Market pressure (supply adequate, scarce or abundant).

Which of the statements are correct.

1. (i) and (ii) and (iii) are incorrect.
2. (iii) and (ii) are correct.
3. (iii) and (ii) are correct.
4. All are correct.
5. which of the following statement are correct?
6. Market news is historical in nature.
7. Market intelligence refers to current information about the prices, arrivals and changes in the market conditions.
8. Consumers distribution, Product characteristics and Changes in the management affects the marketing channel.
9. More than 80 per cent of the milk in India is being handled by unorganized sector.
10. (i) and (ii) and (iv) are correct.
11. (iii) and (iv) are correct.
12. (ii), (iii) and (iv) are correct.
13. All are correct.
14. which of the following statement are incorrect?
15. The market intelligence includes information pertains to the past i.e. prices and market arrivals of the commodities in the past.
16. There are two types of market information: i) Market intelligence and ii) Market news.
17. Marketing margin is the difference between the amount producer pay for the final product and the amount consumer receive.
18. All marketing services revolve around selling of a product, which includes transfer of title and collecting or receiving of payment.
19. (i) and (ii) and (iv) are incorrect.
20. (iii) and (i) are incorrect.
21. Only (iii) is incorrect.
22. All are incorrect.
23. which of the following statement are incorrect?
24. Marketing intelligence refers to analysis of the past prices and supply help in taking decisions for the future.
25. Duopoly means only two sellers exist in this market. Both the sellers may mutually agree to charge a common price which is usually higher than the common market price.
26. Monopolistic competition the demand curve is downward sloping curve.
27. In the perfect market the price of a commodity will tend to be the same all over the market at the same time.
28. (i) and (ii) and (iii) are correct.
29. (iii) and (iv) are correct.
30. Only (iii) is correct.
31. All are correct.
32. The main features of the Monopolistic competition are given below which are correct.
33. Different prices are charged by different producers for their products which are really similar.
34. Products are not homogeneous (different brands).
35. Number of dealers is not large.
36. Products are homogeneous.
37. (i) and (ii) and (iii) are correct.
38. (iii) and (i) are correct.
39. Only (ii) is correct.
40. All are correct.
41. Which of the following are not an essential of market?
42. A commodity which is dealt with
43. The existence of buyers and sellers
44. A place where exchange takes place
45. Interaction between sellers and buyers
46. (i) and (ii) and (iv).
47. (iii) and (i).
48. Only (ii).
49. None
50. which of the following marketing channel for milk is incorrect?
51. Producer -Milk Vendor - Contractor - Consumer
52. Producer - Milk Plant Dairy- Co-operative -Consumer
53. Producer- Milk trader -Processor-Retailer -Consumer
54. Producer-Dairy Cooperatives-Milk transporter -Processor-Retailer-Consumer
55. (i) and (iv) are incorrect.
56. (iii) and (i) are incorrect.
57. Only (ii) is incorrect.
58. (i) and (ii) are incorrect.
59. which of the following statement are incorrect?
    * 1. WTO was formed in 1999 as a replacement for the GATT which lasted from 1947 to 1994.
      2. Head quarter of WTO is at Geneva (Switzerland) and the official language are English, French And Spanish.
      3. WWEPC stands for wool and woollens export promotion council.
      4. IWDP stands for Integrated wool development project.
60. (i) and (iv) are incorrect.
61. (iii) and (i) are incorrect.
62. Only (ii) is incorrect.
63. (i) and (iv) are incorrect

**ANSWERS**

* + - 1. A
      2. D
      3. B
      4. C
      5. D
      6. A
      7. D
      8. C
      9. D

**MULTIPLE STATEMENT TYPE QUESTION.**

* + 1. Given below are two statement.

Statement I: The word “Market” is derived from the Greek word marcatus.

Statement II: Marcatus meaning thereby merchandise, ware, traffic, trade or a place where business is conducted.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The marketing of livestock and livestock products is concerned with procuring raw materials, processing them, packaging, storing, transporting and distributing to the ultimate consumers.

Statement II: Marketing includes activities associated with physical movement and transformation of goods, and the pricing of goods and services.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing is that area of Economics concerned with the exchange and valuation of goods and services.

Statement II: Traders are those individuals or business concerns who specialize in performing various marketing functions involved in purchase and sale of goods as they are moved from producers to consumers.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Merchant middlemen are those who owns the products they handle. They buy and sell for their own gain.

Statement II: They buy and sell for their own gain.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: wholesaler and retailer are types of the merchant middleman.

Statement II: Retailers are those who sell the commodity to retailers or other wholesalers but do not sell in significant amount to ultimate consumers.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Merchant middlemen secure their income from a margin between the buying and selling prices.

Statement II: Agent middlemen receive their income in the form of fees and commissions

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: wholesalers are those who buys products for resale directly to the ultimate consumer of the goods.

Statement II: Agent middlemen acts only as representatives of their clients and they do not own the products they handle.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The commission agent does not have physical control over the product.

Statement II: The broker normally takes over physical handling of the product.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: commission agent arranges for sales, sell the goods in their name, prepare bills, collect money from the buyer, extend credit to the buyers, deduct their fee and remit the balance to the seller and broker have a less discretionary power in price negotiations than commission agent.

Statement II: Co-operative marketing societies furnish the physical facilities for handling of products or for bringing buyers and sellers together. They receive their income from those who use their facilities.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: In the imperfect market price of a commodity will tend to be the same all over the market at the same time.

Statement II: Forward markets are those markets where purchase and sale of commodities take place at an earlier time than the exchange of commodity take place.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Cattle and buffaloes are usually marketed through shandies, which operate on regular specified weekdays, in big villages.

Statement II: Government or Co-operative societies/Unions are the best example of organised marketing channel.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing channels are the routes through which products move from consumers to producers.

Statement II: Speculative middlemen are those who own the products with the major purpose of profiting from price movements.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Duopoly, Oligopoly and Monopoly can be seen in perfect market.

Statement II: Sea board markets are located near these shores and are meant mainly for export or import of the livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Gold market, fish market and vegetable market are a specialized market.

Statement II: A market is said to be perfect when all the potential sellers and buyers are promptly aware of the prices at which transactions take place and all the offers made by other sellers and buyers and when any buyer can purchase from any seller and conversely.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: long period markets are deals with Less perishable products.

Statement II: In long period markets prices are governed both by the supply and demand of the product.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Prices in the short period markets are governed usually by the supply rather than the demamd of the commodities.

Statement II: Only two sellers exist in this market. Both the sellers may mutually agree to charge a common price which is usually higher than the common market price called duopoly.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: spot markets are those where commodities are exchanged for money or cash immediately after the sale.

Statement II: wholesale market and retail market are the types of markets on the basis of volume of transactions.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Pure competition is said to exist when there are large number of buyers and sellers dealing with homogeneous product.

Statement II: In monopoly there is no substitute for his product and producer controls the entire supply and he can fix the price.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Indian railways is a good example of monopsony.

Statement II: When there is only one buyer of a product the market is termed as monopsony market.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing acts as a stimulant to the livestock owners to boost the production.

Statement II: Under oligopoly there are only a few buyers of a product. Every buyer exercises an important influence on the price-output policies of his rivals.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Much of the livestock production is highly seasonal which leads to increase the costs in marketing of livestock products.

Statement II: Because in lean season these facilities lie either unutilized or underutilized. This leads to increased costs in marketing of livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Because of fluctuations in production marketing of livestock output has to face the problem of price stability.

Statement II: The DMI (Directorate of Marketing and Inspection) has a Headquarters at Faridabad and Branch Head Office at Nagpur.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The demand for livestock output is relatively inelastic and hence their prices rise steeply during lean production and fall sharply in peak production season.

Statement II: For a number of agricultural commodities, grade standards have been fixed by the Agricultural Marketing Advisor, Government of India and it is compulsory to grade the produce according to these standard specifications.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: livestock production has a characteristic like Scattered, Seasonal and small-scale production with an elastic supply.

Statement II: Assembling includes collection and concentration of goods of the same type from various sources of supply at centrally located places.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The graded products, as per the standards fixed by the Agricultural Marketing Advisor, bear the label “HALLMARK”. This label indicates the purity and quality of the product on the basis of standards laid down.

Statement II: Acceptance of loss in the marketing of a product is considered as risk.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Livestock products are bulky, less value, Perishable and differ in quantity & quality.

Statement II: The processing function hence involves a series of acts by which a product is converted into a more usable form.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.

* + 1. Given below are two statement.

Statement I: Assembling (Procuring), Processing and Dispersion (Distribution) are three main function of the livestock marketing.

Statement II: Consumption of livestock products are in continuous pattern and elastic in demand.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing risk can be minimised through insurance.

Statement II: Different colour labels are used to indicate the grade of the product.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading helps consumers to get standard quality products at fair prices.

Statement II: Market risk can be reduced through accurate sales forecasting and market research, buying and selling on future markets.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: packaging helps in reducing the marketing costs by reducing the handling and retailing costs.

Statement II: Grading contributes to market competition.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Department of Rural Development advises the Central and State Governments on agricultural marketing policies and programmes and implements various schemes in agricultural marketing.

Statement II: DMI is implementing the Meat Food Products Order, 1973, which was notified under Essential Commodities Act, 1955, which was later amended in 1994.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Physical risk is very high with perishable products like, milk, meat, eggs and fish.

Statement II: Grading enables livestock owners to get better price for their Produce.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing margin is the difference between the amount consumers pay for the final product and the amount producer receive.

Statement II: DMI have a 5 Regional office in addition to 57 sub-offices and 22 laboratories spread all over the country.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The grade standards are popularly known as “AGMARK” standards.

Statement II: DMI is one of the designated agencies for pre- shipment inspection of agricultural products, which is to be exported.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: In general distribution costs of livestock products are low.

Statement II: In the absence of market information the middlemen exploit both the producer as well as the consumer of livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: This margin between farm prices and retail prices reflect up on the cost of marketing.

Statement II: Grading does not facilitate marketing.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading makes it possible for the livestock owner to get various facilities such as finance on storage, place for storage, market information, pool the produce of different producers etc.

Statement II: The Directorate of Marketing and Inspection (DMI) is under the Ministry of Rural Areas and Employment.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Storage provides employment and income through price advantage.

Statement II: The DMI is responsible for administering Agricultural Produce (Grading and Marketing) Act, 1937, which was later amended in 1986 to promote standardization and grading of agricultural and allied produce including livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading widens the market for the product as buying is possible without inspecting the product for quality.

Statement II: Storage becomes necessary to cope with the demand.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading reduces the cost of marketing by minimizing the expenses on the physical inspection of the product.

Statement II: It helps in checking adulteration.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Market information is a communication or reception of knowledge pertaining to the facts, estimates, opinions and all other information, which affect the marketing of goods and services.

Statement II: NECC and GCMMF are the organizational structure of egg marketing.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: NECC was formed on 14th may 1982 by B.V Rao with membership of >25000 poultry farmers.

Statement II: NAFED has taken up egg marketing in rural area and small cities.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: MFPO 1973 initially categorises the meat food manufacturers into a four category A, B, C, D on the basis of source of raw material.

Statement II: NECC is the only agency, well organized by policy maker in state and central representative body of poultry industry.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: There is a difficulty in applying uniform standards of quality on livestock products because of the variations in quantity and quality.

Statement II: The Codex Alimentarius Commission (CAC)is an international food standards body established jointly by the Food and Agriculture organization (FAO) and the World Health Organization (WHO)in May 1963.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Distribution is the opposite of assembling.

Statement II: When a market is having more than two buyers of a product such a market is called as oligopoly market.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: NECC has a role in market intervention, price support operation, egg promotion campaign, consumer education, market research and rural market development.

Statement II: it is a privet institute and right to determine their own prices.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: “marketing route” are the routes through which products move from producers to consumers.

Statement II: If there are two buyers in the market such a market is called as ­­­­duopoly market.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: ACIL procure eggs from farmer member only.

Statement II: MMPO 1992 is regulatory order of the government of India, under essential commodities act, 1995 for control of production, supply and distribution of milk and milk products to maintain or increase supply of liquid milk to public.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: ACIL was started in the year 1980 by the farmers of Andhra Pradesh.

Statement II: NECC at the stance of poultry farmers in incorporating Bharat Egg Producers Association (BEPA), which encourage export of shell egg, promotion eggs on electric and print media.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Meat Food Products Order,1973 contains four schedules.

Statement II: Codex Alimentarius commission is universally recognised as international food safety standard.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.

ANSWERS

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