

**MA RURAL DEVELOPMENT
FOURTH SEMESTER
RURAL MARKETING AND INFRASTRUCTURE
MRD-403B**

Duration : 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Farming is basically an organized system of management of Operations
 - a. Farmer
 - b. Fertilizer
 - c. Chemical
 - d. Farm
2. is poised to become the first state in India to go fully organic in terms of production and consumption of food material.
 - a. Assam
 - b. Meghalaya
 - c. Sikkim
 - d. Manipur
3. The term "Agribusiness" was first used by
 - a. John Hamilton
 - b. Norman Borlaug
 - c. M S Swaminathan
 - d. John H. Davis
4. TRIFED was established
 - a. 1985
 - b. 1987
 - c. 1989
 - d. 1990
5. NHB stands for
 - a. National Horticulture Bank
 - b. National Housing Board
 - c. National Harvesting Board
 - d. National Horticulture Board
6. NHB was set up by the Government of India in as an autonomous society
 - a. 1984
 - b. 1985
 - c. 1986
 - d. 1987
7. NAFED was established
 - a. 1958
 - b. 1959
 - c. 1960
 - d. 1961
8. ISO=
 - a. Indian Organization for standardization
 - b. International Organization for Society
 - c. Indian Organization for Society
 - d. International Organization for standardization
9. First used the term agribusiness in the year
 - a. 1955
 - b. 1956
 - c. 1957
 - d. 1958

10. The term cooperative has
- | | |
|-----------------|-----------------|
| a. Latin root | b. Spanish root |
| c. Italian root | d. Greek root |
11. A farm where 50 per cent or more of the total income is obtained from a single enterprise, the farming system is known as
- | | |
|-----------------------|------------------------|
| a. Mixed Farming | b. Specialized farming |
| c. Integrated Farming | d. Diversified Farming |
12. Anand pattern Dairy cooperative is a good example of.....
- | | |
|----------------|--------------|
| a. Cooperative | b. Intensive |
| c. Integrated | d. Mixed |
13. Cooperative farming is a system of farming where a group of people are associated based on equality for economic and social benefit.
- | | |
|---------------|------------------|
| a. Formally | b. Voluntarily |
| c. Informally | d. None of these |
14. Use of machines for conducting agricultural operations replacing the traditional methods which called
- | | |
|---------------------------|-----------------------|
| a. Farm industrialization | b. Farm privatization |
| c. Farm machination | d. None of these |
15. NABARD stands for
- | | |
|--|--|
| a. National Bank for Agriculture and Rural Development | b. National Bank of Agriculture and Rural Development |
| c. National Bank for Agricultural Rural Development | d. National Bank of Agricultural and Rural Development |
16. India is the larger producer of Wheat and Paddy
- | | |
|--------------------|--------------------|
| a. 1 st | b. 4 th |
| c. 3 rd | d. 2 nd |
17. IFS =
- | | |
|----------------------------------|-------------------------------|
| a. Inter-district Farming System | b. Integrated Farming System |
| c. International Farming System | d. Inter-state Farming System |
18.farming is the kind of farming in which individual cultivator is the owner, manager and organizer of the farm.
- | | |
|---------------|----------------|
| a. Collective | b. Cooperative |
| c. Contract | d. Peasant |
19. Generally..... farming complemented and supplemented with horticulture, floriculture, fish farming etc. is prevalent in rural India
- | | |
|--------------------------|------------------------|
| a. Mixed crop- livestock | b. Diversified Farming |
| c. Large - scale Farming | d. Extension farming |

20. IFOAM stands for

- a. International Federation of Organic Agriculture Movement
- c. International Federation of Organic Agriculture Management

- b. International Federation of Organic Agriculture Market
- d. International Federation of Organic Agriculture Mall

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

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|----|---|--------|
| 1. | a. Define Agricultural marketing?
b. Present state of Agricultural marketing system in India- Define | 2+8=10 |
| 2. | What are the government interventions for the development of Agricultural marketing? | 10 |
| 3. | a. What is sound agricultural marketing system?
b. What are the defects of Agricultural marketing in India | 5+5=10 |
| 4. | a. Define Farming
b. What are the types of farming in India? | 2+8=10 |
| 5. | a. Define Agribusiness.
b. Scope of Agribusiness in India? explain | 2+6=10 |
| 6. | a. What are the characteristics of Rural Marketing?
b. What is cooperative farming?
c. What are the functions of Co-Operatives marketing? | 6+4=10 |
| 7. | a. What is Integrated Framing?
c. Define Organic farming? | 5+5=10 |
| 8. | Write Short note:
a. TRIFED
b. NAFED | 5+5=10 |

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