

DEPARTMENT OF AGRICULTURAL ECONOMICS AND SOCIAL SCIENCES

MS in Agricultural Economics (July to December Semester-2020)

Subject: Economics for Agricultural Development

Course Code: EAD-601(Theory)

Total Marks: 40

Time: 2 hours

1. a) What do you mean by development and development economics? Why study development economics? 2+2=4
b) Write short notes on MDGs and SDGs 3+3=6
2. a) Distinguish between poverty inequality and development 3
b) What are economic characteristics of high poverty groups? State and discuss in brief the major areas of intervention to reduce poverty. 2+4=6
3. Define demographic transition. Briefly discuss the Malthusian model of the causes of high fertility in developing countries with its limitations. 2+8=10
4. a) What do you mean by green revolution in agriculture? Write the characteristics of agriculture in Bangladesh. 1+3=4
b) Briefly discuss the core requirements of the strategy of agricultural and rural development. 6
5. a) Write the important development partners of Bangladesh for agricultural development. 4
b) Briefly discuss the role of NGOs for agricultural development in Bangladesh. 6

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DEPARTMENT OF AGRICULTURAL ECONOMICS AND SOCIAL SCIENCES

MS in Agricultural Economics (July to December Semester-2020)

Subject: Agricultural Price Analysis (Theory)

Course Code: APA-601

Total Marks: 40

Time: 2 hours

1. a) Distinguish between marketing and pricing. What is the importance of price as a signal in a market economy? 2+4=6
b) Write the price policies adopted by retailers in context of Bangladesh. 4
2. a) "Middlemen are the main reason that farm prices are so slow". Explain the statement? 6
b) Write the importance of market information in facilitating pricing of agricultural products. 4
3. a) Define price discrimination. Briefly discuss the pricing under discriminating monopoly market. 1+4=5
b) What factors responsible to make variation in agricultural product price in context of Bangladesh? 5
4. a) What is meant by marketing margin? Write the incidence of change in marketing margin. 1+4=5
b) Graphically show the price equilibrium model. 5
5. Write shot notes (any two from the followings): 5x2=10
(i) Price policies of manufacturers; (ii) Limitations of price mechanisms;
(iii) Determinants of spatial market integration; (iv) Static correlation and Regression models.

DEPARTMENT OF AGRICULTURAL ECONOMICS AND SOCIAL SCIENCES

MS in Agricultural Economics (July to December Semester-2020)

Subject: Marketing Research (Theory)

Course Code: MAR-601

Total Marks: 40

Time: 2 hours

1. a) Define marketing research. Write the distinctions between data, data structures and information. 1+2=3
b) Briefly discuss the process of marketing research. 7
2. a) What do you mean by research design? Write the major differences between qualitative and quantitative research. 1+3=4
b) Briefly discuss the quality criteria of a survey questionnaire for conducting a social research. 6
3. a) Distinguish between sample and sampling. Why need sampling in a research study? 1+2=3
b) Construct a brief questionnaire for gathering information for improving livestock product marketing system. 7
4. a) What do you mean by market promotion? Why need research in market promotion? 1+2=3
b) Briefly discuss the broad areas of application for marketing research 7
5. Write shot notes (any two from the followings):
(i) Problems of marketing research; (ii) Marketing MIX; (iii) Marketing Efficiency; (iv) Scope of marketing research. 5x2=10

DEPARTMENT OF AGRICULTURAL ECONOMICS AND SOCIAL SCIENCES

MS in Agricultural Economics (July to December Semester-2020)

Subject: Marketing Management (Theory)

Course Code: MAM-601

Total Marks: 40

Time: 2 hours

1. a) Write the concepts of market, marketing, marketing research and marketing management. **6**
- b) Describe several reasons for studying marketing management. **4**
2. a) Discuss the differences between sales and market orientations. **4**
- b) Describe four marketing management philosophies in context of Bangladesh. **6**
3. a) How does the functional approach to marketing analysis differ from the institutional approach? **5**
- b) Briefly discuss the stages of purchasing of products by consumers. **5**
4. Distinguish between the marketing agents associated with form and possession utility. Explain what their functions are. **5+5=10**
5. Write shot notes (any two from the followings): **5x2=10**
 - (i) Products life cycle stages;
 - (ii) Marketing Environment;
 - (iii) Consumer behavior.