EXTENDED LECTURE OUTLINE

MDC6 311 Agriculture Marketing and Trade (2+1)

VI deans Syllabus	Extended syllabus
Agribusiness management Agricultural Marketing: Concepts and definitions of market, marketing, agricultural marketing, marketing mix and market segmentation. classification and characteristics of agricultural markets; 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; 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); 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; Role of APMC and its relevance in the present day	1. Agricultural Marketing: concepts, definitions, scope and subject matter. 2. Market and marketing: meaning, definitions, components of market, difference in marketing of agricultural and manufactured goods. 3. Dimension of a market and classification and characteristics of agricultural markets. Marketing mix and market segmentation 4. Problems in agricultural marketing and suggestions to improve agricultural marketing. 5. Characteristics of good markets and commandments of scientific marketing. 6. Approaches to problems of marketing of agricultural commodities: functional approach: its meaning and importance; meaning of marketing function, classification, primary functions: concentration, dispersion and equalization. 7. Secondary functions: Packing or packaging, storage and warehousing, price determination and price discovery, demand creation, dissemination of market information. Physical functions- storage, transport and processing; exchange functions- Buying and selling; 8. Facilitating functions- packaging, branding, grading and standardization. Types of grading- fixed and variable grading, quality control (agricultural products), labeling (AGMARK), the salient features of AGMARK Act 1937. 9. Institutional approach: its meaning and importance; market functionaries/agencies involved in agricultural marketing, their types and importance- producers, middlemen: merchant middlemen-wholesalers and retailers; agent middlemen: commission agents and brokers; speculative middlemen and facilitative middlemen. Commodity, behavioral and legal approaches to study the problem of market. 10. pricing and promotion strategies: pricing considerations and approaches – cost based and competition based pricing; 11. Marketing channels: meaning, definition, marketing

context.	channels for different farm /agricultural products. Number of channel levels. 12. Risk in marketing: meaning and importance, types of risks in marketing, speculations and hedging; an overview future trading. 13. Co-operative marketing: meaning, functions and objectives. NAFED- objectives and activities 14. Marketing management: meaning and definitions; concepts of marketing, marketing mix and four Ps of the marketing mix. Market segmentation strategies and its method of market, product life cycle- meaning, stages in PLC, characteristics of PLC, strategies in different stages of PLC. 15. Pricing strategies: meaning of pricing and its significance. Cost based and competition based pricing. Promotional strategies: personal selling and sales promotion. Market promotion- advertising, personal selling, sales promotion and publicity; their meaning, merits and demerits. 16. Role of govt. in agricultural marketing and market regulation- NAFED, buffer stock operations, PDS,DMI,BIS, Eco-mark, HACCP, Agri-export zones and Export-Import bank of India. 17. Role of APMC and its relevance in the present day context **Practical** 1. Study of relationship between market arrivals and prices of some selected commodities 2. Visit to a local market to study various marketing functions performed by different agencies, identification of marketing channels for selected commodity 3. Visit to market institutions – NAFED, SWC, CWC, cooperative marketing society, etc. to study their organization and functioning.
Agricultural Economics Market structure, Demand, supply and producer's surplus of agri commodities: nature	1. Market structure: components of market structure, dynamics of market structure: market conduct and

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; 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; Role of Govt. in agricultural marketing: Public sector institutions- CWC, SWC, FCI, CACP and DMI – their objectives and functions; cooperative marketing in India; Risk in marketing: Types of risk in marketing; speculation and hedging; an overview of futures trading; Agricultural prices and policy: Meaning and functions of price; administered prices; need for innovations in agricultural price policy; 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. Role of government in agricultural marketing.	performance. 2. Price determination under different types of market: perfect competition-characteristics and price determination. Imperfect competition- monopoly, oligopoly, monopolistic competition; their characteristics and price determination. 3. Market forces: a) demand meaning and definition, factors affecting the demand. 4. Law of demand, concepts of demand a) effective demand b) derived demand c) reservation demand. - Elasticity of demand, meaning and degrees of elasticity of demand. 5. Supply — meaning and definition, factors affecting supply. - Law of supply, elasticity of supply, meaning and degrees of elasticity of supply. 6. Consumer, Producers' surplus and its economic relevance: meaning, types of producers surplus, marketable surplus, marketed surplus, factors affecting marketable surplus of agricultural commodities. 7. Market integration: meaning, definition, types of market integration. 8. Marketing efficiency: meaning and definition, types. Technical and pricing efficiency. Margins and price spread, meaning and computation producer's share in consumer's rupee. Marketing costs: factors affecting the cost of marketing, reasons for higher marketing costs in agricultural commodities, ways of reducing marketing costs. 9. Characteristics of agricultural product prices. Meaning and functions of price. 10. Agricultural price policy: meaning and need for agricultural price policy. Administered prices: institutions and pricing method. CACP, MSP, MIS. 11. Central and State Warehousing Corporation, DMI- their objectives and functions. 12. Food Corporation of India and State Trading Corporation: their objectives and functions. 13. Concept of trade and international trade and its need. 14. Theories of international trade: basis for international trade, the classical theory of international trade a) Adam smith theory of absolute advantage and b) Ricardian theory comparative advantage. 15. Present status and prospects of international trade in agri-commodities;

	16. International trade and domestic trade; meaning of free trade: GATT, WTO, ministerial conferences. Agreement on Agriculture (AoA) and its implications on Indian agriculture: market access, domestic support, export subsidies; EXIM-policy, 17. IPR. - Present status and prospects of international trade in agricultural commodities. **Practical** 1. Plotting and study of demand and supply curves and calculation of elasticity; 2. Computation of marketable and marketed surplus of important commodities; 3. Study of price behaviour over time for some selected commodities; 4. Construction of Index numbers; 5. Collection of data regarding marketing costs, margins and price spread and presentation of report in the class; 6. Application of principles of comparative advantage of international trade.

Suggested Readings

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

6. Lekhi, R. K. and Singh, Joginder. 2006. Agricultural Economics. Kalyani Publishers, Delhi.

7. Memoria, C.B., Joshi, R.L. and Mulla, N.I. 2003. Principles and Practice of Marketing in India, Kitab Mahal, New Delhi.

8. Pandey, Mukesh and Tewari, Deepali. 2004. Rural and Agricultural Marketing, International Book Distributing Co. Ltd, New Delhi.

9. Sharma, R. 2005. Export Management, Laxmi Narain Agarwal, Agra.