ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER **AGRICULTURE AND RURAL DEVELOPMENT** Time:3hrs/week

AECO 242P(1) **AGRICULTURAL MARKETING, TRADE AND PRICES** Marks:50

w.e.f AJ 2022-2023 **PRACTICAL SYLLABUS**

**Objectives**

* To Calculate elasticities for important agricultural commodities.
* To Study about relationship between market arrivals and prices of some selected commodities.
* To Computation of marketable and marketed surplus of important commodities.

**Course Outcomes**

**CO1:** Students will learn Demand and supply of agri-commodities, factors affecting the demand and supply of farm products

**CO2:** Students will understand Marketing process and functions

**CO3:** Students will understand Packing and packaging, branding, grading, standardization, FAQs major crop produce, quality control and labeling - AGMARK, HACCP FSSAI, CODEX

**CO4:**Students will understand Marketing mix - Meaning, 4Ps of marketing - Product, price, place and promotion Their importance and characteristics in agriculture

**EXPERIMENTS**

1. Plotting and study of demand and supply curves for major agricultural commodities.

2. Calculation of elasticities for important agricultural commodities.

3. Study of relationship between market arrivals and prices of some selected commodities.

4. Computation of marketable and marketed surplus of important commodities.

5. Study of price behaviour over time for some selected commodities.

6. Estimation and calculation of marketing costs, margins and price spread and presentation of report in the class.

7. Visit to SWC/CWC to study their objectives, role, organization, functioning and performance.

8. Visit to FCI and study its objectives, role, organization and functioning and performance.

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