



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-3/MMA(RM)-305/2012-13

2012

**FOOD SECURITY AND MARKETING RULES
AND REGULATIONS**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives from the following :

$10 \times 1 = 10$

- i) What is the best definition of food security ?
- a) Food security exists when there is enough available food for all people at all times.
 - b) Food security exists when all people are well nourished.
 - c) Food security exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food for a healthy and active live.



- ii) What is a coping strategy ?
- a) A coping strategy is a short-term response to shock. Early coping strategies are not necessarily abnormal and may not cause lasting damage to the household. Later strategies may permanently undermine future household food security.
 - b) A coping strategy is an abnormal response to shock which always causes long-term damage to the household.
 - c) A coping strategy is a normal response during times of shortage and households are always able to recover.
- iii) Which one is the pillar of food security ?
- a) *Awareness* b) *Availability*
 - c) *attention* d) *none of these.*
- iv) Which one of the following statement is false ?
- a) There is no standard way of collecting food security information in emergencies.
 - b) Food security assessment approaches generally collect a mixture of quantitative and qualitative information.
 - c) All food security assessment approaches use the different methods to collect and analyses information.
 - d) Agencies have an agreed set of food security indicators that are always collected in a food security assessment.



- v) Which is not related to food security ?
- a) Seasonality b) Markets
- c) Livelihoods d) None of these.
- vi) Which of the following organization is responsible for the public distribution system in India ?
- a) FCI b) NABARD
- c) IDBI d) RBI.
- vii) According to critics advertising and promotion
- a) provide information
- b) encourage a higher standard of living
- c) create job and help firm to enter the market
- d) are more of propaganda than information.
- viii) is used on the package of processed food like jam, fruit juice, pickle etc.
- a) ISI mark b) Hall mark
- c) AGMARK d) FPO mark.
- ix) SIDBI is responsible for
- a) Power supply in India
- b) supply of finance to small scale industries
- c) food security in India
- d) None of these.
- x) Social impact of advertising
- a) effects on consumer choice
- b) effects on competition
- c) effects on product cost and prices
- d) all of these.



GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Write short notes on world food summit ?
3. What are the risks to food security ?
4. What is meant by licensing ? What are the objectives of it ?
5. "Nowadays E-trading becomes a popular way of trading"
Describe in brief.
6. Do you think that Public Distribution System in India is good, if not why ?
7. Discuss the role of WHO in food security.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. What is the role of public distribution system in food security ? What is the impact of PDS on poverty. $10 + 5$
9. Compare urban and rural food security. How far the technological or green revolution in India helped in solving the food crisis ? Define the concept of FPS in Indian economy. $5 + 5 + 5$
10. What is meant by food insecurity ? What are the reasons of food insecurity ? $6 + 9$
11. What are the basic rights of the consumers ? State some law made for different issues. $7 + 8$
12. State the benefits of advertising. Explain with real life examples. Do you think advertising is most important to food security ? $10 + 5$
13. Do you think that the 'World Food Summit' has further widened the gap between rich and poor nations ? What was the outcome of world food Summit ? $8 + 7$

