	Utech
Name :	
Roll No. :	In Planting Of Exercising 2nd Explane
Invigilator's Signature :	

CS/MMA/SEM-3/MMA(RM)-309/2011-12

2011

COMMODITY MARKETING

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 for any *ten* of the following:

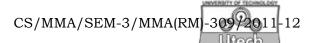
 $10 \times 1 = 10$

- i) Which of the following is not true for a commodity?
 - a) Possesses a physical attribute
 - b) Is a thing of value
 - c) Is produced by many different producers
 - d) Each unit is unique.
- ii) An act that provides for the control of production, supply and distribution of, and trade and commerce in certain commodities is the
 - a) Forward Contracts (Regulation) Act
 - b) Essential Commodities Act
 - c) Agricultural Produce Marketing (Regulation) Act
 - d) Securities Contracts (Regulation) Act.

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111)	Which of the following participants trades in the
	derivatives markets for risky profits?
	a) Arbitrageur b) Speculator
	c) Hedger d) Both (a) and (b).
iv)	Name the exchange that runs electronic market places
	for futures trading with a focus on energy products
	a) Chicago Mercantile Exchange
	b) Inter-Continental Exchange
	c) New York Mercantile Exchange
	d) Chicago Climate Exchange.
v)	A hedger will take a long position in the futures market
	in order to
	a) lock in a price now and protect against rising
	future prices
	b) lock in a price now and protect against falling
	future prices
	c) fix a price now and profit from rising future prices
	d) fix a price now and profit from falling future prices.
vi)	In the organized Channel of distribution, members are
	benefited
	a) farmers
	b) farmers & the company
	c) farmers, company & consumer
	d) none of these.
vii)	Malls are the part of channel of commodity
	distribution.
	a) organised b) unorganised
,	c) semi-organised d) semi-unorganised.
viii)	Branding of commodity attracts pricing.
	a) premium b) semi-premium
:\	c) normal d) none of these.
ix)	Price helps in determining the of the
	commodity.
	a) quality b) premiumness
	c) nothing d) none of these.
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- x) refers to the expansion of market trade to previously non-market areas, and to the treatment of things as if they were a tradable commodity.
 - a) Re-commoditization
- b) Decommoditization
- c) Commoditization
- d) Both (a) and (c).
- xi) There are types of commodity swaps.
 - a) two

b) three

c) four

- d) five.
- xii) is an agreement between two parties to exchange at some fixed future date a given quantity of a commodity for a price define today.
 - a) Forward contract
- b) Spot trading
- c) Hedging
- d) Futures contracts.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. "There is almost an infinite amount of commodity trading strategies that traders can use." Briefly explain these strategies.
- 3. Why do you think commodity prices move up and down? Explain with a case study on corn market illustrate the difference between future contract and forward contract in brief.
- 4. What do you understand by commodities exchange and commodities trading? Name three Asian and three American commodity exchanges. 2 + 3
- 5. Explain non-conventional commodities with examples.
- 6. As a marketer how do you trade future (OTC) commodities?

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GROUP - C

(Long Answer Type Questions)



		Answer any <i>three</i> of the following. $3 \times 15 = 45$
7.	a)	What are the desirable features a commodity must
		possess in order to make it tradable as a contract? 9
	b)	What are the different types of commodities that are
		traded in these markets?
8.	a)	What aspect of derivatives markets confounds their
		simple classification into options, futures, forwards and
		swaps?
	b)	Comment on the regulation of commodity markets in
		India. 5
9.	a)	What is the difference between a branded product and a
		commodity?
	b)	Discuss the components of brand value to consumers in
		commodities. 3
	c)	What marketing strategies did the big players adopt to
		transform a commodity into a branded product? 9
10.	a)	What are the factors affecting demand for a
		commodity?
	b)	Briefly discuss about the factors involved in determining
		commodity prices. 8
11.	Writ	e short notes on any <i>three</i> of the following: 3×5
	a)	Functions of National Food Exchange
	b)	Future scope of agricultural commodity marketing
	c)	Commoditization
	d)	Multi-commodity Exchange (MCX)
	e)	Brand guidelines.

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