**14: MARKETING OF LIVESTOCK PRODUCTS.**

**SUBJECT: LIVESTOCK PRODUCTS TECHNOLOGY.**

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**Refresher point**

* The word “Market” is derived from the latin word ***marcatus*** meaning thereby merchandise, ware, traffic, trade or a place where business is conducted.
* The marketing of livestock and livestock products is concerned with procuring raw materials (milk, sheep/goat, and eggs), processing them (milk products, mutton/meat, and egg powder), packaging, storing, transporting and distributing to the ultimate consumers. The main actors involved in this are the livestock owners (producers), middle-men and consumers.
* **functions OF Marketing**

1. **Assembling (Procuring):** collection and concentration of goods of the same type from various sources of supply at centrally located places.
2. **Processing:** The processing function hence involves a series of acts by which a product is converted into a more usable form. E.g. Live animals to meat, live fish to canned fish, frozen foods, milk- to- milk powder and ghee etc
3. **Dispersion (Distribution):** It is the opposite of assembling. It involves finding the location of potential buyers, quantity and products they prefer, and price they are ready to offer, in addition to selling of goods.

* **Direct marketing:** If middlemen are not involved it is an indirect marketing.
* **Indirect marketing**: If middlemen are involved it is an indirect marketing.
* **Middlemen** are those individuals or business concerns who specialize in performing various marketing functions involved in purchase and sale of goods as they are moved from producers to consumers.

1. ***Merchant middlemen:***

They own the products they handle. They buy and sell for their own gain. There are two types of merchant middlemen.

* + 1. ***Wholesaler:*** who sell the commodity to retailers or other wholesalers but do not sell in significant amount to ultimate consumers.
    2. ***Retailer:*** who buys products for resale directly to the ultimate consumer of the goods.
  1. ***Agent middlemen:***

They act only as representatives of their clients. They do not own the products they handle. While merchant middlemen secure their income from a margin between the buying and selling prices, agent middlemen receive their income in the form of fees and commissions. The two types of agent middlemen are

* + 1. ***Commission agent:*** The commission agents normally take over physical handling of the product, arrange for sales, sell the goods in their name, prepare bills, collect money from the buyer, extend credit to the buyers, deduct their fee and remit the balance to the seller.
    2. ***Broker:*** The broker does not have physical control over the product. He has less discretionary power in price negotiations than commission agent.
  1. ***Speculative middlemen:*** are those who own the products with the major purpose of profiting from price movements.
  2. ***Processors and manufacturers:*** They undertake some action to change the form of the product. Apart from their main processing work, many processors take an active part in other institutional aspects of marketing, ex.: as buying agents in the area of production.
  3. ***Facilitating organizations:*** They help the middlemen in performing their tasks. Such organizations do not directly participate in the marketing process. They furnish the physical facilities for handling of products or for bringing buyers and sellers together. They receive their income from those who use their facilities. Ex. Co-operative marketing societies, regulated markets.

# Marketing Channels

Marketing channels are the routes through which products move from producers to consumers. The length of the channel varies from commodity to commodity, depending on the quantity to be moved, the form of consumer demand and degree of regional specialization in production.

* **Types of Market:**

Markets are classified into various categories depending upon the location, area, time span, volume of transactions, nature of transactions, number of commodities, degree of competition, nature of commodities, extent of public intervention etc.

On the basis of location:

Village markets: These markets are located in the small villages where major transactions of produce take place between buyers and sellers in the village.

Primary wholesale markets: are located in big towns near the centres of production of livestock products. Transactions usually take place between the livestock owners and the traders.

Secondary whole sale markets: are located in district head quarters or railway junctions. Transactions take place between the village traders and wholesalers.

Terminal markets: In these markets the livestock products are usually disposed of to the processors for processing or to the consumers for final consumption. The merchants are well organized and use modern methods of marketing. These markets are usually located in big cities or sea ports like Bombay, Chennai and Calcutta.

Sea board markets: are located near these shores and are meant mainly for export or import of the livestock products.

Ex. Bombay, Chennai and Calcutta.

On the basis of area of the market:

Local or village markets: The markets where selling and buying of livestock products are confined to the sellers and buyers of the same village or nearby villages. ex. milk market.

Regional markets: In these markets the buyers and sellers are not confined to few villages but are spread in larger areas. ex. Shandies for the exchange of livestock.

National markets: Markets in which the buyers and sellers operate at national level. Ex: Milk products.

World market: If the buyers and sellers are operating at international level such markets are called as world market. European market for sale of milk products.

On the basis of time span:

Short period markets: are those markets which operate only for few hours. In these markets the highly perishable products like milk, fish are transacted. The prices in these markets are governed usually by the demand rather than the supply of the commodities.

Long period markets: are the markets which operate for long period of time. Less perishable products are transacted in these markets. Here the prices are governed both by the supply and demand of the product.

Secular markets: These are permanent markets where durable commodities that can be stored for longer period are transacted.

On the basis of volume of transactions:

Wholesale markets: Where commodities are bought and sold in large or bulk quantities. Transactions usually take place between the traders.

Retail markets: Here the quantity handled is less and the transactions take place between the retailers and consumers.

On the basis of nature of transactions:

Cash or spot markets: are those where commodities are exchanged for money or cash immediately after the sale.

Forward markets: are those markets where purchase and sale of commodities take place at an earlier time than the exchange of commodity take place. Sometimes there may not be any exchange of commodities but only the differences in the purchase and sale prices are paid or taken to end the transaction.

On the basis of number of commodities in which transaction takes place:

General markets: are those markets in which all types of commodities are transacted. They deal in a large number of commodities which include food grains, milk products, stationery, confectionaries, vegetables etc.

Specialized markets: deal only with one or few commodities. Each and every commodity has a specialized market. Fir ex. Gold market, fish market, vegetable market, grain market etc.

On the basis of competition:

**Perfect:** A market is said to be perfect when all the potential sellers and buyers are promptly aware of the prices at which transactions take place and all the offers made by other sellers and buyers and when any buyer can purchase from any seller and conversely. Under such condition the price of a commodity will tend to be the same all over the market at the same time. When every buyer and seller is so small relative to the entire market, he can not influence the market price by increasing or decreasing his purchases or his output.

**The conditions of perfect competition are:**

\* Large numbers of buyers and sellers

\* Homogeneous product

\* Free entry or exit

\* Perfect knowledge of prices

\* Perfect mobility of factors of production

\* Absence of transport cost

**Imperfec:** A market is considered as imperfect when some buyers or sellers or both are not aware of the offers being made by others. In an imperfect market, different prices prevail for the same commodity at the same time. There are three forms of imperfect competition.

**Monopolistic competition:** The main features are

\* Number of dealers is not large

\* Different prices are charged by different producers for

their products which are really similar.

\* Products are not homogeneous (different brands)

\* The demand curve is downward sloping curve.

\* The product is responsive to changes in price.

Ex: Ice creams of different brands.

**Oligopoly:** Under oligopoly there are only a few sellers of a product. Every seller exercises an important influence on the price-output policies of his rivals. When a market is having more than two buyers of a product such a market is called as **oligopsony** market. Ex. Cheese

**Monopoly:** In this a single producer or seller controls the entire market. There is no substitute for his product. The producer controls the entire supply and he can fix the price. ex: Railways. When there is only one buyer of a product the market is termed as **monopsony** market.

**Duopoly**: Only two sellers exist in this market. Both the sellers may mutually agree to charge a common price which is usually higher than the common market price. If there are two buyers in the market such a market is called as **duopsony** market.

**Pure competition** is said to exist when there are large number of buyers and sellers dealing with homogeneous product.

## Secondary services

The Secondary services assumed greater significance in view of the modernization of livestock industry, increased competition as well as demand for the livestock products and increased incomes. As a sequel the competition is also increasing. These services are briefly described below

1. **Standardization**
2. **Grading**
3. **Packing**
4. **Transportation**
5. **Storage**
6. **Financing**
7. **Risk bearing function:** Acceptance of loss in the marketing of a product is considered as risk. The risk can be physical (destruction of product by natural hazards) and market (due to changes in market prices).
8. **Selling**
9. **Marketing margin:** It is the difference between the amount consumers pay for the final product and the amount producer receive. This margin between farm prices and retail prices reflect up on the cost of marketing. In general the distribution costs of livestock products are very high and the livestock owners share in the consumer’s price is relatively small, compared to the middlemen in the market channel.

Types of Market information:

There are two types of market information: i) Market intelligence and ii) Market news.

1. Market intelligence: The market intelligence includes information pertains to the past i.e. prices and market arrivals of the commodities in the past. Hence, it is historical in nature. Analysis of the past prices and supply help in taking decisions for the future.
2. Market news: It refers to current information about the prices, arrivals and changes in the market conditions. It helps the livestock owners to take decisions about when and where to sell their produce. Market news quickly becomes obsolete and requires frequent up dating.

Criteria for good market information:

1. Comprehensive: Market information must cover all the agricultural commodities including livestock products and their varieties in different geographical regions. It also must cover prices, production, supply movements, stock and demand conditions.

2. Accuracy: The information must be accurate and to collect accurate information is a tedious process.

3. Relevance: The data collected must be processed and disseminated keeping in view the interests of the users. The data must be useful to the concerned people.

4. Trustworthiness: The agency, which collects data from various sources, must create faith and trustworthiness among the users.

5. Timeliness: Market information must be made available in time to enable the users to take appropriate decisions. Late dissemination of information does not serve any purpose. To see that information reaches the users in time, efforts should be made to collect, process and disseminate it as speedily as possible.

**FILL IN THE BLANCK.**

1. The word “Market” is derived from the latin word \_\_\_\_\_meaning thereby merchandise, ware, traffic, trade or a place where business is conducted.
2. \_\_\_\_\_ is the difference between the amount consumers pay for the final product and the amount producer receive.
3. \_\_\_\_\_are those individuals or business concerns who specialize in performing various marketing functions involved in purchase and sale of goods as they are moved from producers to consumers.
4. *\_\_\_\_\_*sell the commodity to retailers or other wholesalers but do not sell in significant amount to ultimate consumers.
5. *\_\_\_\_\_*buys products for resale directly to the ultimate consumer of the goods.
6. \_\_\_\_\_are the commission agents normally take over physical handling of the product, arrange for sales, sell the goods in their name, prepare bills, collect money from the buyer, extend credit to the buyers, deduct their fee and remit the balance to the seller.
7. *\_\_\_\_\_*are the middleman that does not have physical control over the product. He has less discretionary power in price negotiations than commission agent.
8. \_\_\_\_\_are the routes through which products move from producers to consumers.
9. \_\_\_\_\_is said to exist when there are large number of buyers and sellers dealing with homogeneous product
10. In\_\_\_\_\_ market (type) some buyers or sellers or both are not aware of the offers being made by others. In this type of market, different prices prevail for the same commodity at the same time.
11. In\_\_\_\_\_ market (type) all the potential sellers and buyers are promptly aware of the prices at which transactions take place and all the offers made by other sellers and buyers and when any buyer can purchase from any seller and conversely. Under such condition the price of a commodity will tend to be the same all over the market at the same time.
12. Under \_\_\_\_\_, (type of imperfect competition) there are only a few sellers of a product. Every seller exercises an important influence on the price-output policies of his rivals.
13. When a market is having more than two buyers of a product such a market is called as \_\_\_\_\_ market. (type of imperfect market) Ex. Cheese
14. In ­­­­\_\_\_\_\_, (type of imperfect competition) single producer or seller controls the entire market. There is no substitute for his product. The producer controls the entire supply and he can fix the price. ex: Railways.
15. When there is only one buyer of a product the market is termed as ­­­\_\_\_\_\_ (type of imperfect market) market.
16. In \_\_\_\_\_ (type of imperfect competition) only two sellers exist in this market. Both the sellers may mutually agree to charge a common price which is usually higher than the common market price.
17. If there are two buyers in the market such a market is called as ­­­­\_\_\_\_\_ market.
18. \_\_\_\_\_ includes collection and concentration of goods of the same type from various sources of supply at centrally located places.
19. \_\_\_\_\_\_ is the opposite of assembling.
20. Acceptance of loss in the marketing of a product is considered as \_\_\_\_\_.
21. \_\_\_\_\_\_is the market intelligence include information pertains to the past i.e. prices and market arrivals of the commodities in the past. Hence, it is historical in nature. Analysis of the past prices and supply help in taking decisions for the future.
22. \_\_\_\_\_ refers to current information about the prices, arrivals and changes in the market conditions. It helps the livestock owners to take decisions about when and where to sell their produce. Market news quickly becomes obsolete and requires frequent up dating.

**MULTIPLE CHOICE TYPE QUESTIONS**

1. Market information serves the following purposes. which are correct?
2. For the producers in taking appropriate decisions regarding when and where to sell the produce and to whom to sell and where to buy and when to buy the required inputs.
3. For the general economy to regulate the prices of the commodities.

1. For the Government to make policy decisions in the regulation of markets, buffer stocking, import and export of commodities.
2. For the middlemen to plan transport of goods.
3. (i) and (ii) and (iii) are correct.
4. (ii) and (iv) are correct.
5. (i) and (iv) are correct.
6. All are correct.
7. For the middlemen to plan the purchase, storage and sale of goods based on the information which helps them to know the----
8. Pulse of the market (active or sluggish).
9. Temperature of the market (prices rising or falling).
10. Market pressure (supply adequate, scarce or abundant).

Which of the statements are correct.

1. (i) and (ii) and (iii) are incorrect.
2. (iii) and (ii) are correct.
3. (iii) and (ii) are correct.
4. All are correct.
5. which of the following statement are correct?
6. Market news is historical in nature.
7. Market intelligence refers to current information about the prices, arrivals and changes in the market conditions.
8. Consumers distribution, Product characteristics and Changes in the management affects the marketing channel.
9. More than 80 per cent of the milk in India is being handled by unorganized sector.
10. (i) and (ii) and (iv) are correct.
11. (iii) and (iv) are correct.
12. (ii), (iii) and (iv) are correct.
13. All are correct.
14. which of the following statement are incorrect?
15. The market intelligence includes information pertains to the past i.e. prices and market arrivals of the commodities in the past.
16. There are two types of market information: i) Market intelligence and ii) Market news.
17. Marketing margin is the difference between the amount producer pay for the final product and the amount consumer receive.
18. All marketing services revolve around selling of a product, which includes transfer of title and collecting or receiving of payment.
19. (i) and (ii) and (iv) are incorrect.
20. (iii) and (i) are incorrect.
21. Only (iii) is incorrect.
22. All are incorrect.
23. which of the following statement are incorrect?
24. Marketing intelligence refers to analysis of the past prices and supply help in taking decisions for the future.
25. Duopoly means only two sellers exist in this market. Both the sellers may mutually agree to charge a common price which is usually higher than the common market price.
26. Monopolistic competition the demand curve is downward sloping curve.
27. In the perfect market the price of a commodity will tend to be the same all over the market at the same time.
28. (i) and (ii) and (iii) are correct.
29. (iii) and (iv) are correct.
30. Only (iii) is correct.
31. All are correct.
32. The main features of the Monopolistic competition are given below which are correct.
33. Different prices are charged by different producers for their products which are really similar.
34. Products are not homogeneous (different brands).
35. Number of dealers is not large.
36. Products are homogeneous.
37. (i) and (ii) and (iii) are correct.
38. (iii) and (i) are correct.
39. Only (ii) is correct.
40. All are correct.
41. Which of the following are not an essential of market?
42. A commodity which is dealt with
43. The existence of buyers and sellers
44. A place where exchange takes place
45. Interaction between sellers and buyers
46. (i) and (ii) and (iv).
47. (iii) and (i).
48. Only (ii).
49. None
50. which of the following marketing channel for milk is incorrect?
51. Producer -Milk Vendor - Contractor - Consumer
52. Producer - Milk Plant Dairy- Co-operative -Consumer
53. Producer- Milk trader -Processor-Retailer -Consumer
54. Producer-Dairy Cooperatives-Milk transporter -Processor-Retailer-Consumer
55. (i) and (iv) are incorrect.
56. (iii) and (i) are incorrect.
57. Only (ii) is incorrect.
58. (i) and (ii) are incorrect.
59. which of the following statement are incorrect?
    * 1. WTO was formed in 1999 as a replacement for the GATT which lasted from 1947 to 1994.
      2. Head quarter of WTO is at Geneva (Switzerland) and the official language are English, French And Spanish.
      3. WWEPC stands for wool and woollens export promotion council.
      4. IWDP stands for Integrated wool development project.
60. (i) and (iv) are incorrect.
61. (iii) and (i) are incorrect.
62. Only (ii) is incorrect.
63. (i) and (iv) are incorrect
64. which of the following statement are incorrect?

AMUL system of milk marketing follows the principal of mutual work.

In India FSSA (food safety and standard act) was established in year 2006.

In India FSSAI (food safety and standard authority of India) was established in a year 2011.

Hot water used for disinfection of milk plant should have temperature of 80 degree Celsius.

1. (i) and (iv) are incorrect.
2. (iii) and (i) are incorrect.
3. Only (i) is incorrect.
4. (i) and (iv) are incorrect
5. which of the following statement are incorrect?
   * 1. All meat processing units comes under MFPO including restaurants and hotels that prepare food products for consumption within their premises.
     2. MFPO order apply only on raw meat (chilled and frozen meat).
     3. Full form of AGMARK- Agricultural mark.
     4. AGMARK Act 1937 is approved by Directorate of Marketing And Inspection.
6. (i) and (iv) are incorrect.
7. (iii) and (i) are incorrect.
8. Only (ii) is incorrect.
9. (i) and (iv) are incorrect
10. which of the following statement are incorrect?

Any food items which is made from flesh or any other edible part of carcass through the process of curing, smoking, cooking, drying or any other processing technique is referred as a meat food product and MFPO apply on these products only.

ISO-9003 requirements are comparatively less strict than other ISO series.

A voluntary scheme of AGMARK certification is for agricultural commodities for domestic trade and export.

BIS and AGMARK adopted based on international codex Alimentarius with suitable modification.

1. (i) and (iv) are incorrect.
2. (iii) and (i) are incorrect.
3. All are correct.
4. (i) and (iv) are incorrect
5. which of the following statement are incorrect?
6. and (iv) are incorrect.
7. and (i) are incorrect.
8. Only (ii) is incorrect.
9. (i) and (iv) are incorrect

**MULTIPLE STATEMENT TYPE QUESTION.**

* + 1. Given below are two statement.

Statement I: The word “Market” is derived from the Greek word marcatus.

Statement II: Marcatus meaning thereby merchandise, ware, traffic, trade or a place where business is conducted.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The marketing of livestock and livestock products is concerned with procuring raw materials, processing them, packaging, storing, transporting and distributing to the ultimate consumers.

Statement II: Marketing includes activities associated with physical movement and transformation of goods, and the pricing of goods and services.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing is that area of Economics concerned with the exchange and valuation of goods and services.

Statement II: Traders are those individuals or business concerns who specialize in performing various marketing functions involved in purchase and sale of goods as they are moved from producers to consumers.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Merchant middlemen are those who owns the products they handle. They buy and sell for their own gain.

Statement II: They buy and sell for their own gain.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: wholesaler and retailer are types of the merchant middleman.

Statement II: Retailers are those who sell the commodity to retailers or other wholesalers but do not sell in significant amount to ultimate consumers.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Merchant middlemen secure their income from a margin between the buying and selling prices.

Statement II: Agent middlemen receive their income in the form of fees and commissions

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: wholesalers are those who buys products for resale directly to the ultimate consumer of the goods.

Statement II: Agent middlemen acts only as representatives of their clients and they do not own the products they handle.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The commission agent does not have physical control over the product.

Statement II: The broker normally takes over physical handling of the product.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: commission agent arranges for sales, sell the goods in their name, prepare bills, collect money from the buyer, extend credit to the buyers, deduct their fee and remit the balance to the seller and broker have a less discretionary power in price negotiations than commission agent.

Statement II: Co-operative marketing societies furnish the physical facilities for handling of products or for bringing buyers and sellers together. They receive their income from those who use their facilities.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: In the imperfect market price of a commodity will tend to be the same all over the market at the same time.

Statement II: Forward markets are those markets where purchase and sale of commodities take place at an earlier time than the exchange of commodity take place.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Cattle and buffaloes are usually marketed through shandies, which operate on regular specified weekdays, in big villages.

Statement II: Government or Co-operative societies/Unions are the best example of organised marketing channel.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing channels are the routes through which products move from consumers to producers.

Statement II: Speculative middlemen are those who own the products with the major purpose of profiting from price movements.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Duopoly, Oligopoly and Monopoly can be seen in perfect market.

Statement II: Sea board markets are located near these shores and are meant mainly for export or import of the livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Gold market, fish market and vegetable market are a specialized market.

Statement II: A market is said to be perfect when all the potential sellers and buyers are promptly aware of the prices at which transactions take place and all the offers made by other sellers and buyers and when any buyer can purchase from any seller and conversely.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: long period markets are deals with Less perishable products.

Statement II: In long period markets prices are governed both by the supply and demand of the product.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Prices in the short period markets are governed usually by the supply rather than the demamd of the commodities.

Statement II: Only two sellers exist in this market. Both the sellers may mutually agree to charge a common price which is usually higher than the common market price called duopoly.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: spot markets are those where commodities are exchanged for money or cash immediately after the sale.

Statement II: wholesale market and retail market are the types of markets on the basis of volume of transactions.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Pure competition is said to exist when there are large number of buyers and sellers dealing with homogeneous product.

Statement II: In monopoly there is no substitute for his product and producer controls the entire supply and he can fix the price.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Indian railways is a good example of monopsony.

Statement II: When there is only one buyer of a product the market is termed as monopsony market.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing acts as a stimulant to the livestock owners to boost the production.

Statement II: Under oligopoly there are only a few buyers of a product. Every buyer exercises an important influence on the price-output policies of his rivals.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Much of the livestock production is highly seasonal which leads to increase the costs in marketing of livestock products.

Statement II: Because in lean season these facilities lie either unutilized or underutilized. This leads to increased costs in marketing of livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Because of fluctuations in production marketing of livestock output has to face the problem of price stability.

Statement II: The DMI (Directorate of Marketing and Inspection) has a Headquarters at Faridabad and Branch Head Office at Nagpur.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The demand for livestock output is relatively inelastic and hence their prices rise steeply during lean production and fall sharply in peak production season.

Statement II: For a number of agricultural commodities, grade standards have been fixed by the Agricultural Marketing Advisor, Government of India and it is compulsory to grade the produce according to these standard specifications.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: livestock production has a characteristic like Scattered, Seasonal and small-scale production with an elastic supply.

Statement II: Assembling includes collection and concentration of goods of the same type from various sources of supply at centrally located places.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The graded products, as per the standards fixed by the Agricultural Marketing Advisor, bear the label “HALLMARK”. This label indicates the purity and quality of the product on the basis of standards laid down.

Statement II: Acceptance of loss in the marketing of a product is considered as risk.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Livestock products are bulky, less value, Perishable and differ in quantity & quality.

Statement II: The processing function hence involves a series of acts by which a product is converted into a more usable form.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.

* + 1. Given below are two statement.

Statement I: Assembling (Procuring), Processing and Dispersion (Distribution) are three main function of the livestock marketing.

Statement II: Consumption of livestock products are in continuous pattern and elastic in demand.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing risk can be minimised through insurance.

Statement II: Different colour labels are used to indicate the grade of the product.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading helps consumers to get standard quality products at fair prices.

Statement II: Market risk can be reduced through accurate sales forecasting and market research, buying and selling on future markets.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: packaging helps in reducing the marketing costs by reducing the handling and retailing costs.

Statement II: Grading contributes to market competition.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Department of Rural Development advises the Central and State Governments on agricultural marketing policies and programmes and implements various schemes in agricultural marketing.

Statement II: DMI is implementing the Meat Food Products Order, 1973, which was notified under Essential Commodities Act, 1955, which was later amended in 1994.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Physical risk is very high with perishable products like, milk, meat, eggs and fish.

Statement II: Grading enables livestock owners to get better price for their Produce.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Marketing margin is the difference between the amount consumers pay for the final product and the amount producer receive.

Statement II: DMI have a 5 Regional office in addition to 57 sub-offices and 22 laboratories spread all over the country.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The grade standards are popularly known as “AGMARK” standards.

Statement II: DMI is one of the designated agencies for pre- shipment inspection of agricultural products, which is to be exported.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: In general distribution costs of livestock products are low.

Statement II: In the absence of market information the middlemen exploit both the producer as well as the consumer of livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: This margin between farm prices and retail prices reflect up on the cost of marketing.

Statement II: Grading does not facilitate marketing.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading makes it possible for the livestock owner to get various facilities such as finance on storage, place for storage, market information, pool the produce of different producers etc.

Statement II: The Directorate of Marketing and Inspection (DMI) is under the Ministry of Rural Areas and Employment.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Storage provides employment and income through price advantage.

Statement II: The DMI is responsible for administering Agricultural Produce (Grading and Marketing) Act, 1937, which was later amended in 1986 to promote standardization and grading of agricultural and allied produce including livestock products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading widens the market for the product as buying is possible without inspecting the product for quality.

Statement II: Storage becomes necessary to cope with the demand.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Grading reduces the cost of marketing by minimizing the expenses on the physical inspection of the product.

Statement II: It helps in checking adulteration.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Market information is a communication or reception of knowledge pertaining to the facts, estimates, opinions and all other information, which affect the marketing of goods and services.

Statement II: NECC and GCMMF are the organizational structure of egg marketing.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: NECC was formed on 14th may 1982 by B.V Rao with membership of >25000 poultry farmers.

Statement II: NAFED has taken up egg marketing in rural area and small cities.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: MFPO 1973 initially categorises the meat food manufacturers into a four category A, B, C, D on the basis of source of raw material.

Statement II: NECC is the only agency, well organized by policy maker in state and central representative body of poultry industry.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: There is a difficulty in applying uniform standards of quality on livestock products because of the variations in quantity and quality.

Statement II: The Codex Alimentarius Commission (CAC)is an international food standards body established jointly by the Food and Agriculture organization (FAO) and the World Health Organization (WHO)in May 1963.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Distribution is the opposite of assembling.

Statement II: When a market is having more than two buyers of a product such a market is called as oligopoly market.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: NECC has a role in market intervention, price support operation, egg promotion campaign, consumer education, market research and rural market development.

Statement II: it is a privet institute and right to determine their own prices.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: “marketing route” are the routes through which products move from producers to consumers.

Statement II: If there are two buyers in the market such a market is called as ­­­­duopoly market.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: ACIL procure eggs from farmer member only.

Statement II: MMPO 1992 is regulatory order of the government of India, under essential commodities act, 1995 for control of production, supply and distribution of milk and milk products to maintain or increase supply of liquid milk to public.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: ACIL was started in the year 1980 by the farmers of Andhra Pradesh.

Statement II: NECC at the stance of poultry farmers in incorporating Bharat Egg Producers Association (BEPA), which encourage export of shell egg, promotion eggs on electric and print media.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Meat Food Products Order,1973 contains four schedules.

Statement II: Codex Alimentarius commission is universally recognised as international food safety standard.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Interior quality of the eggs is greatest factor in the determining the market value of the eggs.

Statement II: Eggs marketing channel: producers-country storage- local buyers- packer or shipper- wholesale egg dealer- cold storage warehouse- jobber- retailer- consumer.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: MMPO 1993 order is for processors for dairy industry.

Statement II: The government of India had promulgated the milk and milk product order 1992 on 9/6/1992 under the provision of essential commodities act,1995 consequent to de-licensing of dairy sector in 1991.

Both Statement I and Statement II are true.

1. Both Statement I and Statement II are false.
2. Statement I is true and Statement II is false.
3. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: It must be emphasized that packaging does not in any way improve the existing quality of a product.

Statement II: With the present day concept of treating the packaging as a scientific marketing tool and as an economic force, it can be further defined as techno-economical function aimed at minimizing cost of delivery while maximizing sales.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Packaging is a part of marketing process.

Statement II: packaging has an important and significant role to play in the successful marketing of modern food products.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: ISO-9003 is meant for commodity suppliers, having only final products inspection and testing.

Statement II: ISO-9002 is for manufacturer without any product research and development.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: ISO-9000 provides guidance on the choice of specific model to be adopted for quality assurance in an organization.

Statement II: iso-9000 is meant for manufacturer having their own product research and development.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: Slogan of NECC is the “My Egg, My Prize, My Life”.

Statement II: ISO-9000 is a set of standards for quality management developed by the international organization for standard (ISO).

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: ISO 22000 is a food safety management that can be applied to any organization in the food chain, farm to fork.

Statement II: Meat Food Products Order,1973 categorises the meat food manufacturer into the four broad heads on the basis of source of raw meat.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: AGMARK indicates quality and purity.

Statement II: AMUL was established in the year 1965.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.
   * 1. Given below are two statement.

Statement I: The first dairy cooperative was started in the year 1913 at Pune.

Statement II: NDDB was established in the year 1965.

1. Both Statement I and Statement II are true.
2. Both Statement I and Statement II are false.
3. Statement I is true and Statement II is false.
4. Statement I is false and Statement II is true.

**MATCHUP TYPE QUESTIONS**

|  |  |
| --- | --- |
| 1. Marcatus | 1. consumers |
| 1. Organised marketing channels | 1. Profit motive |
| 1. Unorganised marketing channels | 1. traders |
| 1. Retail markets | 1. Service motive |
| 1. Wholesale markets | 1. Business place |

1. Match the columns and choose the correct option.
2. (1-b) (2-e) (3-a) (4-c) (5-a)
3. (1-e) (2-d) (3-b) (4-a) (5-c)
4. (1-e) (2-b) (3-d) (4-c) (5-a)
5. (1-e) (2-d) (3-b) (4-c) (5-a)

|  |  |
| --- | --- |
| 1. Cooperative societies | 1. Same price at a same time |
| 1. Private Vendors | 1. Organised marketing channels |
| 1. Perfect market | 1. Monopoly |
| 1. Imperfect maket | 1. Vegetable market |
| 1. Specialised market | 1. Unorganised marketing channels |

1. Match the columns and choose the correct option.
2. (1-b) (2-e) (3-a) (4-c) (5-a)
3. (1-e) (2-d) (3-b) (4-a) (5-c)
4. (1-a) (2-b) (3-c) (4-e) (5-d)
5. (1-a) (2-c) (3-e) (4-b) (5-d)

|  |  |
| --- | --- |
| 1. Duopoly | 1. One buyer in market |
| 1. Duopsony | 1. Large numbers of buyers and sellers |
| 1. Monopoly | 1. Two buyers in market |
| 1. monopsony | 1. One seller in market |
| 1. Pure competition | 1. Two sellers in market |

1. Match the columns and choose the correct option.
2. (1-e) (2-c) (3-d) (4-b) (5-a)
3. (1-e) (2-d) (3-c) (4-b) (5-a)
4. (1-e) (2-c) (3-d) (4-a) (5-b)
5. (1-e) (2-c) (3-b) (4-d) (5-a)

|  |  |
| --- | --- |
| 1. Demand for livestock products | 1. Elastic |
| 1. Supply of livestock products | 1. Rise of price |
| 1. peak production | 1. Inelastic |
| 1. lean production | 1. fall of price |
| 1. imbalance in supply and demand | 1. fluctuations in prices |

1. Match the columns and choose the correct option.
2. (1-c) (2-a) (3-d) (4-e) (5-b)
3. (1-c) (2-a) (3-d) (4-b) (5-e)
4. (1-c) (2-d) (3-a) (4-e) (5-b)
5. (1-c) (2-d) (3-a) (4-b) (5-e)

|  |  |
| --- | --- |
| 1. pulse of the market | 1. Dicision |
| 1. temperature of the market | 1. supply adequate, scarce or abundant |
| 1. market pressure | 1. active or sluggish |
| 1. Market information | 1. prices rising or falling |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a)
3. (1-c) (2-d) (3-b) (4-a)
4. (1-d) (2-c) (3-b) (4-a)
5. (1-c) (2-d) (3-b) (4-e)

|  |  |
| --- | --- |
| 1. Market intelligence | 1. export or import |
| 1. Market news | 1. Past information |
| 1. Facilitating organizations | 1. current information |
| 1. Sea board markets | 1. Co-operative marketing societies |
| 1. Terminal markets | 1. Big cities |

1. Match the columns and choose the correct option.
2. (1-b) (2-e) (3-d) (4-c) (5-a)
3. (1-b) (2-d) (3-e) (4-c) (5-a)
4. (1-b) (2-c) (3-d) (4-c) (5-a)
5. (1-b) (2-c) (3-d) (4-a) (5-e)

|  |  |
| --- | --- |
| 1. NAFED | 1. Egg pricing. |
| 2. ACIL | 1. Encourage export of eggs. |
| 3. BEPA | c) procure eggs from farmers member only. |
| 4. NECC | d) egg marketing in big cities. |
| 5.GCMMF | e) Milk |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a) (5-e)
3. (1-c) (2-d) (3-b) (4-a) (5-e)
4. (1-d) (2-c) (3-b) (4-a) (5-e)
5. (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. MFPO, 1st schedule. | 1. Deal with packaging, marketing and labelling of the container of meat food products. |
| 1. MFPO, 2st schedule. | 1. Deal with hygienic requirements to be compiled with by a license who also slaughter in his factory. |
| 1. MFPO, 3st schedule. | 1. Application of license or renewal of license. |
| 1. MFPO, 4st schedule. | 1. Deal with minimum sanitary requirements. |
| 1. MMPO | 1. 1992 |

1. Match the columns and choose the correct option.

a) (1-d) (2-c) (3-b) (4-a) (5-e)

b) (1-c) (2-d) (3-b) (4-a) (5-e)

c) (1-d) (2-c) (3-b) (4-a) (5-e)

d) (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. MFPO category A | 1. Export of Wool and woollens. |
| 1. MFPO category B | 1. Include manufacture of meat food who purchased meat from any other sources. |
| 1. MFPO category C | 1. Include manufacture of meat food who purchased meat from approved slaughter house. |
| 1. WWEPC | 1. Include manufacture of meat food who possess their own slaughterhouse. |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a)
3. (1-c) (2-d) (3-b) (4-a)
4. (1-d) (2-c) (3-b) (4-a)
5. (1-c) (2-d) (3-b) (4-e)

|  |  |
| --- | --- |
| 1. MMPO | 1. 1995 |
| 1. MFPO | 1. 1963 |
| 1. CAC | 1. 1973 |
| 1. WTO | 1. 1992 |
| 1. ACIL | 1. 1982 |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a) (5-e)
3. (1-c) (2-d) (3-b) (4-a) (5-e)
4. (1-d) (2-c) (3-b) (4-a) (5-e)
5. (1-c) (2-d) (3-b) (4-e) (5-a)

|  |  |
| --- | --- |
| 1. NAFED | 1. 1982 |
| 1. BEPA | 1. 1973 |
| 1. GCMMF | 1. 1998 |
| 1. NECC | 1. 1958 |

1. Match the columns and choose the correct option.
2. (1-d) (2-c) (3-b) (4-a)
3. (1-c) (2-d) (3-b) (4-a)
4. (1-d) (2-c) (3-b) (4-a)
5. (1-c) (2-d) (3-b) (4-e)

**ANSWERS**

* **Fill in th blanks**

|  |  |
| --- | --- |
| 1 | Marcatus |
| 2 | Marketing margin |
| 3 | Middlemen |
| 4 | Wholesaler |
| 5 | Retailer |
| 6 | Commission agent |
| 7 | Broker |
| 8 | Marketing channels |
| 9 | Pure competition |
| 10 | Imperfect |
| 11 | Perfect |
| 12 | Oligopoly |
| 13 | Oligopsony |
| 14 | Monopoly |
| 15 | Monopsony |
| 16 | Duopoly |
| 17 | Duopsony |
| 18 | Assembling |
| 19 | Processing |
| 20 | Risk |
| 21 | Market intelligence |
| 22 | Market new |

MULTIPLE CHOICE QUESTION -ANSWER

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. A | 2.D | 3.B | 4.C | 5.D |  | 6.A | 7.D | 8.C | 9.D | 10.C |
| 11.C | 12.C | 13.D |

**MULTIPLE STATEMENT TYPE QUESTION.**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. D | 2.A | 3.C | 4.A | 5.C | 6.A | 7.D | 8.B | 9.A | 10.D |
| 11.A | 12.D | 13.D | 14.A | 15.A | 16.D | 17.A | 18.A | 19.D | 20.C |
| 21.A | 22.A | 23.A | 24.A | 25.D | 26.A | 27.C | 28.D | 29.A | 30.A |
| 31.A | 32.A | 33.A | 34.A | 35.D | 36.C | 37.A | 38.A | 39.A | 40.A |
| 41.C | 42.C | 43.D | 44.A | 45.C | 46.C | 47.B | 48.A | 49.D | 50.A |
| 51.A | 52.D | 53.A | 54.A | 55.A | 56.C | 57.D | 58.C | 59.C | 60.D |

MATCH THE FOLLOWING.

|  |  |
| --- | --- |
| 1 | (b)(1-e) (2-d) (3-b) (4-a) (5-c) |
| 2 | (a) (1-b) (2-e) (3-a) (4-c) (5-a) |
| 3 | (c)(1-e) (2-c) (3-d) (4-a) (5-b) |
| 4 | (b)(1-c) (2-a) (3-d) (4-b) (5-e) |
| 5 | (b)(1-c) (2-d) (3-b) (4-a) |
| 6 | (d)(1-b) (2-c) (3-d) (4-a) (5-e) |
| 7 | (a)(1-d) (2-c) (3-b) (4-a) (5-e) |
| 8 | (b)(1-c) (2-d) (3-b) (4-a) (5-e) |
| 9 | (c)(1-d) (2-c) (3-b) (4-a) |
| 10 | (a)(1-d) (2-c) (3-b) (4-a) (5-e) |
| 11 | (a)(1-d) (2-c) (3-b) (4-a) |