

## CHAPTER-5 | Rural Development

QUIZ  
PART-06

1. Which of the following is a major defect of agricultural marketing in India?  
 A. Abundant credit facilities  
 B. Forced sales due to financial constraints  
 C. Surplus storage infrastructure  
 D. Absence of middlemen (B)

**Explanation :** Farmers often lack cash and are forced to sell their produce immediately after harvest at low prices, leading to exploitation by middlemen.

2. How do numerous market charges affect farmers?  
 A. They reduce costs of selling produce  
 B. They increase farmers' profits  
 C. They reduce profits due to fees, taxes, and commissions  
 D. They ensure transparency in trade (C)

**Explanation :** Multiple fees and commissions imposed by authorities and agents raise marketing costs and reduce farmers' profits.

3. Which defect arises from inadequate storage facilities?  
 A. Inflation control  
 B. Post-harvest losses and distress sales  
 C. Improvement in crop quality  
 D. Elimination of middlemen (B)

**Explanation :** Poor storage leads to spoilage and waste, forcing farmers to sell quickly at lower prices.

4. How do middlemen exploit farmers in agricultural markets?  
 A. By paying high prices  
 B. By charging low commissions  
 C. By manipulating information and paying low prices  
 D. By providing subsidies (C)

**Explanation :** Middlemen exploit farmers through low prices, high commissions, and manipulation of weights and information.

5. Which defect occurs due to lack of standard weights and measures?  
 A. Transparency in pricing  
 B. Farmers being cheated with inaccurate weights  
 C. Better price realisation  
 D. Improvement in productivity (B)

**Explanation :** Inaccurate weights and measures reduce the actual returns to farmers, leading to exploitation.

6. Which of the following is an alternative to traditional agricultural marketing?  
 A. Moneylenders' networks  
 B. Apni Mandi and Rythu Bazaars  
 C. Middlemen networks  
 D. Distress sales (B)

**Explanation :** State initiatives like Apni Mandi (Punjab, Haryana), Rythu Bazaars (Andhra Pradesh), and Uzhavar Sandies (Tamil Nadu) allow direct farmer-to-consumer sales.

7. How do contract farming arrangements benefit small farmers?  
 A. By increasing price risk  
 B. By reducing production of fruits and vegetables  
 C. By assuring procurement at pre-decided prices  
 D. By eliminating quality standards (C)

**Explanation :** Contracts with companies like Reliance Retail provide inputs, assure procurement, and reduce price risks for farmers.

8. Which of the following is not a state-supported marketing channel?  
 A. Big Bazaar  
 B. Apni Mandi  
 C. Rythu Bazaars  
 D. Uzhavar Sandies (A)

**Explanation :** Big Bazaar is a private retail chain, while Apni Mandi, Rythu Bazaars, and Uzhavar Sandies are state-supported initiatives.

9. Which company is an example of alternative marketing through direct contracts with farmers?  
 A. Amul  
 B. Reliance Retail  
 C. Adani Ports  
 D. None of the above (B)

**Explanation :** Reliance Retail and similar companies enter into direct procurement contracts with farmers, ensuring quality and fair prices.

10. What common challenge do small and marginal farmers face in traditional markets?  
 A. Direct access to consumers  
 B. Exploitation by middlemen and lack of credit  
 C. Assured MSP for all crops  
 D. Transparent price information (B)

**Explanation :** Small farmers suffer most due to lack of credit, middlemen exploitation, and inadequate infrastructure in traditional markets.