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**FOUNDATION COURSE**

**( Vocational )**

**( Poultry Extension, Marketing and Economics )**

*Full Marks : 15*

*Time : 1 hour*

*The figures in the margin indicate full marks for the questions*

- 1.** Fill in the blanks with appropriate word(s) :  $\frac{1}{2} \times 5 = 2\frac{1}{2}$
- (a) In urban environment, social responsibility is \_\_\_\_\_.
  - (b) In rural environment, each and every individual has \_\_\_\_\_ relation.
  - (c) The feed conversion ratio is \_\_\_\_\_ in broiler birds.
  - (d) Egg production and \_\_\_\_\_ production are the main aspects of poultry farming.
  - (e) Poultry product sell \_\_\_\_\_ is important for efficient marketing of poultry products as well as standardization of the cost.

( 2 )

2. Write whether the following statements are *True* or *False* :  $\frac{1}{2} \times 5 = 2\frac{1}{2}$
- (a) The egg feed price ratio is the number of eggs required to purchase one kg of feed.
  - (b) The production of egg in India is increased by 18% in last two decades.
  - (c) The production of poultry is increased by as much as 7% in last two decades.
  - (d) Egg feed price ratio '1' will make a marginal profit.
  - (e) The depreciation in building of a poultry farm for preparing project report is taken to be 2%.
3. Write the names of some equipments used in a poultry farm. 2
4. Write the advantages of a poultry farm. 2
5. Draw the egg distribution channel. 3
6. What is the importance of marketing in a poultry business? 3

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