

Quiz for Market Survey Answers and Explanations

	Question	Choices	Answer	Explanation
1	Which statement appropriately describes the necessary preparation before conducting the Market Survey Exercise for the target farmers?	<ol style="list-style-type: none"> 1. If the government staff are not familiar with the market to visit, they should hire professional marketing consultants to conduct a preliminary market survey. 2. The government staff should not visit the market before taking the farmers there for the market survey exercise. 3. The government staff investigate and choose the most appropriate day(s) of the week and time of the day for conducting the Market Survey exercise. 4. The extension staff chooses the most educated representatives from the farmer groups so that they can conduct the Market Survey exercise without difficulties. 	3	It is important to arrange the market survey exercise at the convenient time/day for the farmers and market stakeholders so that they can comfortably engage into conversation for information exchange.
2	Which of the following statements accurately describe the main purpose of SHEP's Market Survey?	<ol style="list-style-type: none"> 1. To collect as accurate market prices as possible. 2. To enable the farmers to gather market information. 3. To eliminate intermediaries in crop trading. 4. To build capacity of marketing experts. 	2	SHEP's market survey encourages farmers to have hands-on experiences of understanding how markets operate and what markets want from producers.
3	In SHEP, farmers themselves conduct a market survey. This arrangement supports farmers'	<ol style="list-style-type: none"> 1. Autonomy. 2. Competence. 3. Relatedness. 4. None of the above. 	1	By conducting a market survey, the farmers can act on their own initiative, which means their psychological need for autonomy is supported.

	psychological need for what?			
4	What format should be used for the Market Survey?	<ol style="list-style-type: none"> 1. The same format as the Baseline Survey. 2. The same format as the Endline Survey. 3. The Market Survey Questionnaire Format. 4. No format is used during the Market Survey. 	3	The Market Survey format is a questionnaire form to collect various market information from market stakeholders, particularly buyers of agricultural produce.
5	Which of the following statements accurately describe the format of SHEP's Market Survey Questionnaire and its use?	<ol style="list-style-type: none"> 1. The format is designed to be used by government officials specializing in agricultural marketing. 2. The format is simple enough for the target farmers to fill out. 3. The format has columns where the marketing experts write down auction prices of the main crops at the central market. 4. The format has two sheets: one is for writing income and expenses and the other for writing agricultural techniques. 	2	SHEP's market survey is conducted by farmers by using a simple survey format where information on crop's prices, traded quantity, traders' names, etc. is written down.
6	Which of the following information is usually collected during Market Survey?	<ol style="list-style-type: none"> 1. Traders' profit margin. 2. Traders' phone numbers. 3. Shoppers' names. 4. Number of crops traded by each buyer. 	2	Traders' phone numbers need to be asked and recorded for future communication.
7	When conducting the Market Survey exercise, what should the implementers do if	<ol style="list-style-type: none"> 1. The implementers should always take the farmers to the central market in the capital city. 2. The implementers should never organize the Market Survey exercise at a market other than the local market. 3. It is usually a good starting point to visit the nearest local market. 	3	Even a small local market can give much information useful for the farmers. Start visiting the local market first and then consider visiting other larger markets if the information is not enough.

	the local market near the target farmers' location is very small?	Conducting a survey at markets near large towns can be considered as a next step. 4. The implementers should arrange a car for the farmers to visit large food processing companies and export companies to conduct a survey there.		
8	What is the role of the farmer representatives after finishing the Market Survey exercise?	1. Write down a detailed market survey implementation report and submit to the government office. 2. Go back to the market stakeholders to confirm the accuracy of the data gathered. 3. Check the market price information on the government website and report to the government if there are any differences in prices. 4. Organize a group meeting and share information they gathered during the Market Survey exercise with other group members.	4	It is important for all the group members to know the results of the market survey. Therefore, the implementers should make sure that the farmer representatives will share information with other farmers.
9	Which of the following situations can NOT be considered that Market Survey has mitigated asymmetric information?	1. A farmer said, "I did not care about shelf life of the produce before. I should be more careful about this issue so that the buyers will be happy." 2. A buyer said, "I did not know local farmers are producing high quality potatoes. I am happy we can buy potatoes locally from now on." 3. A wholesaler said, "We should buy more tomatoes from large-scale farmers because we do not trust the quality of tomatoes produced by smallholder farmers." 4. A middleman said, "I do not mind arranging a transport to farmers' fields since the farmer group promised to sell me a large quantity of peppers as a group."	3	One of the important purpose of SHEP's Market Survey is to build trust between producers and buyers through addressing each other's business needs.
10	Which of the following voices should the SHEP	1. "I've realized visiting a large market in the capital city is more beneficial than visiting local markets." 2. "I was able to get information not only on prices but also various aspects of	2	(1) Market surveys should be conducted mainly at local markets. (3) Both men and women should conduct market surveys so that

	implementers expect to hear from the target farmers after the Market Survey exercise.	market requirements such as crop's sizes, colors, peak demand periods, etc." 3. "It is better for men to conduct market surveys since they are more confident to talk to market stakeholders than women." 4. "We should always take our extension staff with us to conduct market surveys from now on."		the farmer group can collect information from different viewpoints. (4) Extension staff should accompany the farmer group only during a market survey exercise. After the exercises have been finished, the farmers should conduct market surveys on a regular basis without the help of the extension staff.
11	How often should the Market Survey be conducted by the target farmers after the Market Survey exercise has finished?	1. Never, since the Market Survey exercise is already done by the farmers. 2. Once a year. 3. Twice a day. 4. On a regular basis, at least once in a cropping season.	4	In order for the farmers to obtain latest information on the market, it is recommended that they conduct market surveys on a regular basis. But the actual recommended frequency depends on the farmers' and market's situation.
12	The agricultural officers in Country Y are not familiar with local markets and do not know what crops are traded how and by whom. How should they organize a market survey exercise for farmers?	1. The Market Survey should be skipped and move to the next activity, the Target Crop Selection. 2. The agricultural officers should organize a market survey exercise at the central market in the capital city only. 3. The agricultural officers should ask other relevant organizations such as the Ministry of Trade, which has more knowledge in marketing issues, to conduct a market survey exercise for farmers. 4. The agricultural officers should try conducting market surveys themselves before taking farmers there. By doing so, they can learn about the local markets beforehand and plan for the market survey exercise well.	4	The Market Survey is an essential activity for SHEP and should never be skipped. The implementers should be well prepared for the market survey exercise before taking farmers to the market.