

Quiz for Market Survey

Name: _____

Number of correct answers: _____ out of **12**

Choose only one answer from the listed four choices.

	Question	Choices	Answer
1	Which statement appropriately describes the necessary preparation before conducting the Market Survey Exercise for the target farmers?	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 investigates 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.	
2	Which of the following statements accurately describe the main purpose of SHEP's Market Survey?	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.	
3	In SHEP, farmers themselves conduct a market survey. This arrangement supports farmers' psychological need for what?	1. Autonomy. 2. Competence. 3. Relatedness. 4. None of the above.	
4	What format should be used for the Market Survey?	1. The same format as the Baseline Survey. 2. The same format as the Endline Survey.	

		<p>3. The Market Survey Questionnaire Format.</p> <p>4. No format is used during the Market Survey.</p>	
5	Which of the following statements accurately describe the format of SHEP's Market Survey Questionnaire and its use?	<p>1. The format is designed to be used by government officials specializing in agricultural marketing.</p> <p>2. The format is simple enough for the target farmers to fill out.</p> <p>3. The format has columns where the marketing experts write down auction prices of the main crops at the central market.</p> <p>4. The format as two sheets: one is for writing income and expenses and the other for writing agricultural techniques.</p>	
6	Which of the following information is usually collected during Market Survey?	<p>1. Traders' profit margin.</p> <p>2. Traders' phone numbers.</p> <p>3. Shoppers' names.</p> <p>4. Number of crops traded by each buyer.</p>	
7	When conducting the Market Survey exercise, what should the implementers do if the local market near the target farmers' location is very small.	<p>1. The implementers should always take the farmers to the central market in the capital city.</p> <p>2. The implementers should never organize the Market Survey exercise at a market other than the local market.</p> <p>3. It is usually a good starting point to visit the nearest local market. Conducting a survey at markets near large towns can be considered as a next step.</p> <p>4. The implementers should arrange a car for the farmers to visit large food processing companies and export companies to conduct a survey there.</p>	
8	What is the role of the farmer representatives after finishing the Market Survey exercise?	<p>1. Write down a detailed market survey implementation report and submit to the government office.</p> <p>2. Go back to the market stakeholders to confirm the accuracy of the data gathered.</p> <p>3. Check the market price information on the government website and report to the government if there are any differences in prices.</p> <p>4. Organize a group meeting and share information they gathered during the Market Survey exercise with other group members.</p>	

9	Which of the following situations can NOT be considered that Market Survey has mitigated asymmetric information?	<ol style="list-style-type: none"> 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." 	
10	Which of the following voices should the SHEP implementers expect to hear from the target farmers after the Market Survey exercise.	<ol style="list-style-type: none"> 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 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." 	
11	How often should the Market Survey be conducted by the target farmers after the Market Survey exercise has finished?	<ol style="list-style-type: none"> 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. 	
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?	<ol style="list-style-type: none"> 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.	
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