

Total No. of Questions : 8]

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Roll No .....

**MAM-503**

**MAM/MBA (Dual Degree/Integrated Course),  
V Semester**

Examination, November 2018

**Rural Marketing**

*Time : Three Hours*

*Maximum Marks : 70*

*Note:* i) Attempt any five questions out of eight.  
ii) All questions carry equal marks.

1. What are the scope and importance of Rural Marketing?
2. What are the opportunities are of develop marketing in rural India?
3. Distinguish between Rural Consumer and Urban Consumer.
4. Explain rural market, segmentation, targeting and positional for rural markets.
5. Discuss about scope and objective Agricultural marketing challenges.

6. Elucidate export potential for Agri-Product major of Government and Non-Government.
7. Explain problems in rural markets.
8. Describe Rural Development Five Year Plan.

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