

RURAL AND AGRICULTURAL MARKETING

Paper : MM-405

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt *eleven* questions in all, selecting *eight* questions from Part-A and *three* questions from Part-B.

PART-A

1. Discuss the various challenges in rural marketing. 5
2. Differentiate between rural and urban markets. 5
3. How the behaviour of rural consumer is different from urban consumer. 5
4. What are pricing objectives in rural markets? 5
5. Discuss the challenges in rural communication. 5
6. Describe the significance of Haats, Melas and fairs in rural distribution. 5
7. Discuss the personal selling in rural areas. 5
8. Discuss the concept of e-Choupals. 5
9. Discuss the various methods of sale used for agricultural products. 5
10. Problems of agricultural marketing. 5

PART-B

11. Explain the concept of marketing mix with regard to rural markets. 10

12. Briefly describe the different bases for segmenting rural consumer markets. 10
13. Describe various product decision strategies using relevant examples. 10
14. Define agricultural marketing. Illustrate and explain the agricultural marketing process. 10
15. Examine the objectives and role of co-operative marketing in India. 10