

Roll No.....

Total Pages: 3
13245

MBA/M-18
RURAL AND AGRICULTURAL MARKETING
Paper: MBA-MM-405

Time: Three Hours

Maximum Marks: 80

Note: Attempt eleven questions in all, selecting eight questions (5 marks each) from Part

A and three questions (10 marks each.) from Part-B.

Part-A

1. Define the term rural markets.
2. What qualities should a rural marketer possess?
3. Describe the customer buying behavior model in rural India.
4. On what basis would you classify the mobile handset market in rural India and why?
5. Explain the fundamentals of pricing in the rural context.
6. What are the key challenges associated with distribution in rural markets?
7. Give suggestions for making IT more effective in the rural areas like e-Choupals.
8. Discuss the various methods of sale used for agricultural produce.
9. What are the Benefits of Minimum Support Price to the farmers?
10. Role of Co-operative societies in rural economy.

Part-B

11. "Future lies in rural markets". Discuss with illustrations.
12. Describe various product decision strategies using relevant examples.
13. Develop a communication mix targeted at rural consumers.
14. Define agricultural marketing. Illustrate and explain the agricultural marketing process.
15. Discuss the role of various institutions and organizations engaged in agricultural marketing in India.