

MMS/M-16
RURAL AND AGRICULTURAL MARKETING
PAPER-MM-405

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. What potential do you see in Indian rural markets in the coming years?
2. Discuss the challenges posed by the rural consumer behavior to the marketers.
3. Discuss the various sub elements of behavioral segmentation in rural markets.
4. How the pricing objectives objectives in rural markets differ to those in urban markets?
5. What are key challenges associated with distribution in rural markets?
6. Briefly discuss the role of food corporation if India in agricultural marketing.
7. What are the Benefits of Minimum Support Price to the farmers?
8. What are the problems facing co-operative societies in India.
9. Briefly explain the process of agricultural marketing.
10. What are the significant benefits of e- Choupal to the farmers?

Part-B

11. "Economic and social rural market environment has changed over the years".
Comment and discuss the impact of such changes on rural marketing practices.
12. Explain the concept of marketing mix with regard to rural markets.
13. How will you do product planning for durables in rural context?
14. Examine and discuss various media vehicles of the conventional mass media and non-conventional, rural centric media.
15. Define 'Agricultural Marketing' and discuss its functions.