

MMS/M-13

RURAL AND AGRICULTURAL MARKETING**Paper-MM-405**Time allowed : 3 hours][Maximum marks : 70

Note : Attempt five questions in all. Question No. 1 is compulsory. Attempt any four questions from Question No. 2 to Question No. 8. All questions carry equal marks.

1. Write short notes on following :
 - (a) Population density and rural marketing.
 - (b) Packaging issues in rural markets.
 - (c) Brand loyalty and rural buyer.
 - (d) Ethical issues in rural marketing.
 - (e) Weekly haats/mandis in rural areas.
 - (f) Perishable product management in rural markets.
 - (g) Micro-financing.
2. What are the differences between Rural and Urban markets which make it imperative for marketers to have special orientation for rural markets ?
3. "A Rural Customer is having different buying behavior as compared to Urban Customer". Elucidate your statement with relevant examples.

(2)

4. What are the issues involved in product mix of an organization dealing in consumer non-durable goods for rural markets.
5. Discuss the issues and challenges involved in co-operative marketing in India with reference to rural markets.
6. Discuss the marketing mix elements of an organization marketing fertilizer and pesticides for farmers. What are the challenges for marketers ?
7. Discuss the issues involved in designing personal selling program for rural markets. Elaborate your answer in light of contemporary marketing practices.
8. Discuss the issues and challenges involved in determination of agricultural commodity prices.