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MBA/M-17
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.

Part-A

1. What are the main features of rural markets?
2. How the behaviour of rural consumers is different from urban consumers?
3. Briefly describe the changes in the economic environment of the rural markets.
4. How the rural consumers are segmented on the basis of demographic factors?
5. Discuss the various benefits of standardization and grading of agricultural Produce to the farmers.
6. Examine the role of branding in rural marketing.
7. Examine the various challenges in the rural communication.
8. How the agricultural products are classified with reference to seasons?
9. Discuss the Dara and Auction methods of selling farm produce.
10. Give suggestions for making IT more effective in the rural area like e-Choupal.

Part-B

11. Examine the potential and challenges in the rural marketing in India.
12. Why the different pricing strategies are required for rural markets? Give reasons.
13. Discuss the role of retailers in rural markets with respect to distribution, promotion and fostering consumers relationship.

14. Analyse the problems in agriculture marketing and make some concrete suggestion for solving the same.
15. Discuss the scope and the role of co-operative marketing in India.