

Rural and Agricultural Marketing
Paper: MM – 405

Time: Three Hours

Max. Marks: 70

Note:- Attempt any FIVE questions in all. Question no. 1 is compulsory. All questions carry equal marks.

1. Explain the following in brief (around 50 words):-
 - (a) Rural Marketing Potential
 - (b) Explain commodity markets
 - (c) Durable vs non-durable products
 - (d) Media and rural marketing
 - (e) Classification of agricultural inputs
 - (f) Functions of agricultural price commission
 - (g) Explain personal selling
2. “Rural Marketing is a challenge for every company.” Comment.
3. Explain the steps in Product Strategies for Rural Marketing.
4. Write short notes on the following:-
 - (a) Role of Warehousing
 - (b) Problems of Agricultural Marketing
5. Bring out the steps in determining the distribution strategies for a dairy farm situated in the rural area.
6. Explain the role of marketing of agricultural inputs in the building of rural markets.
7. What do you understand by Co-operative marketing? Explain its role in the India Economy.
8. Write short notes on the following:-
 - (a) Seasonality and perishability of agricultural products
 - (b) Marketing structure of agricultural products