

Rural and Agricultural Marketing
Paper: MM-405 .

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt any **FIVE** questions. All questions carry equal marks.

1. "Marketing is marketing everywhere". Elaborate the statement in context of rural marketing.
2. Write a detailed note on the Social-cultural factors that affect a rural consumer.
3. How will you launch new brand of toothpaste in rural Haryana, considering the fact that already there is stiff competition?
4. Do marketers require special efforts to promote their products in rural markets? Elaborate.
5. In its present form, the agricultural marketing in India is not contributing as per the expectations of the farmers. How you can improve upon the present structure of agriculture marketing?
6. Describe the present organisation and structure of fertilizers marketing in India.
7. Do you think that there is a need of agriculture price commission in India? Give your views.
8. Do we possess proper facilities for the processing of different agri-products ? Support your answer with suitable examples.