

Roll No.

Total Pages: 2

13778

MMS/M-15
RURAL AND AGRICULTURAL MARKETING
Paper-MM-405

Time Allowed: 3 Hours]

[Maximum Marks: 70

Note: Attempt Eleven questions in all, selecting eight questions from Part-A and Three questions from Part-B

PART-A

1. Discuss the scope of Rural Marketing.
2. How does Rural Marketing differ from Urban Marketing?
3. Briefly explain the Rural Marketing environment.
4. What do you mean by Fake brands?
5. Explain the buying process of Rural consumer.
6. Describe the significance of Mobile distribution in Rural Marketing.
7. Explain the challenges in Rural communication.
8. Rationale of Minimum Support price (MSP)
9. Briefly explain various functions of Agricultural Marketing.

PART-B

10. How do you classify Agri-inputs?
11. Define Rural Marketing. What are the changing patterns in Rural demand?
12. Explain the concept of STP with suitable example in the context of Rural Marketing.
13. Describe the Marketing Mix suitable for the promotion of consumer durables in Rural Areas.
14. Analyze the main defects of Agricultural Marketing in India and steps taken by the Govt. in this regard.
15. What are the main deficiencies in cooperative system? How can we strengthen the functioning and system of cooperatives?