

**Rural and Agricultural  
Marketing Paper: MM-405**

Time: Three 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. Explain the following in brief (around 50 words) :
  - (a) Define Rural Marketing
  - (b) Rural vs. Urban Consumers.
  - (c) Rural Product Management
  - (d) Rural Communication-Mix
  - (e) Agricultural Inputs
  - (t) Rabi and Kharif Crops
  - (g) Concept of Co-Operatives.
2. 'Rural Market is a goldmine laid with thorns.' Elaborate the
3. statement. Design a marketing mix for any consumer durable of your choice for rural market and justify your decisions.
4. Suggest :l...'1 effective marketing plan for fertilizers.
5. State the present marketing position of agricultural produce in India and impact of globalisation/liberalisation on it.
6. Write short notes on any **two** :
  - (a) Agricultural marketing process.
  - (b) Role of warehousing in Agriculture
  - (c) Commission for Agriculture costs and prices.
7. What are the various challenges/problems in the: marketing of agricultural produce and what strategies would you like to recommend to handle the same?
- 8.What do you understand by Co-operative marketing? Discuss its role and relevance for the predominantly agricultural economy like India.

