

Roll No.

Total No. of pages: 2

MMS/M11
Rural and Agricultural Marketing
Paper: MM-405

6820

Time: Three Hours]

[Maximum Marks: 70

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

1. Explain the following in brief (around 50 words):
 - (i) Rural Marketing
 - (ii) Rural Distribution
 - (iii) Agricultural Inputs.
 - (iv) Kharif and Rabi Season
 - (v) Dara Sale Method
 - (vi) Rural Co-operatives
 - (vii) Warehousing
2. What do you mean by Rural Marketing? Examine the potential in rural markets alongwith challenges.
3. Discuss the objectives and methods of pricing followed by marketers of non-durables in rural areas.
4. Discuss the marketing-mix of cellular service providers in rural areas.
5. Explain how fertilizers can be marketed citing examples from the Indian fertilizer industry.
6. Discuss the organization and functions of agricultural marketing in India.

7. Discuss the role of Central and State Govt. Institutions and organizations in agricultural marketing in India.
8. Bring out in detail the role of Co-operatives in rural and agricultural marketing.