

Roll No.

Total No. of Pages: 2

MMS/MX

.6808

Rural and Agricultural Marketing

Paper: MM-405

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt FIVE questions in all. Question no. I is compulsory.

Attempt any FOUR questions from question no. 2 to question no. 8. All questions carry equal marks.

L Explain the following in brief (around 50 words):

- (a) Rural Markets
- (b) Rural Consumer vs Farmer
- (c) Rural Promotion-mix
- (d) HYV Seeds
- (e) Storage and warehousing
- (f) Seasonal classification of agricultural products
- (g) Processing facilities for different agricultural products.

14(2x7)

- 2. Rural India has changed significantly over the years, and as a marketing manager how you visualise these changes as opportunities and threats? 14
- 3. Suggest a sound marketing plan (Marketing-mix) for effective marketing of Consumer durables in rural pockets. 14
- 4. Select any agricultural input and suggest an appropriate marketing mix for the same. 14
- 5. Define agricultural marketing. Illustrate and explain process and functions of agricultural marketing. 14
- 6. Write short notes on :
 - (a) Agricultural Price Commission 7
 - (b) Unique features of commodity markets in India. 7
- 7. Briefly discuss the various problems of Agricultural Marketing and evaluate the efforts made by the Govt. in this regard. 14
- 8. Discuss the various problems associated with the working of co-operative societies in India. What are your suggestions for improvement in their working? 14