

3. How the rural consumer is different from urban consumers and state the important factors that influence rural consumer behaviour ?
4. What factors should be taken into consideration while planning products especially durables for the rural markets ?
5. Describe the marketing strategies adopted by the seed marketers.
6. Write short notes on :
 - (a) Classification of agricultural products
 - (b) Importance of warehousing in agriculture.
7. Briefly examine the main defects in agriculture marketing in India and steps taken by the Govt. in this regard.
8. What is the nature and scope of Co-operative marketing ? Evaluate the role of Co-operative marketing in India.

MMS / M12

RURAL AND AGRICULTURAL MARKETING**Paper-MM-405**Time allowed : 3 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) Rural Markets
 - (b) Rural Media
 - (c) Agricultural inputs
 - (d) Hats
 - (e) Agricultural Price Commission
 - (f) Processing Facilities
 - (g) Co-operative Society.
2. Differentiate between rural and urban markets, also explain the various factors that have made rural markets attractive.