

MMS/M07

7529

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.

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

- (a) Rural Markets
- (b) Rural Promotion - mix
- (c) Agricultural Inputs
- (d) Agricultural Marketing
- (e) Rural Distribution
- (f) Warehousing
- (g) Processing facilities.

7x2=14

2.How the rural market environment has changed over the years and as a marketing manager how you visualise these changes as opportunities and threats?

3.Suggest a sound marketing plan for effective marketing of Consumer durables in rural pockets.

4.Select any consumable agricultural input and prepare its overall marketing plan for Indian farmers.

5.Define 'Agricultural Marketing' and discuss its functions.

6.Analyse the main defects of Agricultural Marketing in India and steps taken by the Government in this regard.

7."Co-operation has failed, but co-operation must succeed." In the light of this statement justify the need of co-operatives in rural areas.

8.Write short notes on (any two) :

- (a) Attitudes and behaviour of the rural consumers and farmers
- (b) Agricultural Price Commission
- (c) Classification of agricultural products with reference to seasonality and perishability.

