

Roll No.....

13278

MMS/M-14
RURAL AND AGRICULTURAL MARKETING
Paper: MM -405

Time: Three Hours]

[Maximum Marks: 70

Note: Attempt eleven questions in all, selecting eight questions from Part -A and three questions from Part -B.

PART—A

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|---|---|
| 1. Discuss the various challenges in rural marketing. | 5 |
| 2. Differentiate between rural and urban markets. | 5 |
| 3. How the behavior of rural consumer is different from urban consumer. | 5 |
| 4. What are pricing objectives in rural markets? | 5 |
| 5. Discuss the challenges in rural communication. | 5 |
| 6. Describe the significance of Haats, Melas and fairs in rural distribution. | 5 |
| 7. Discuss the personal selling in rural areas. | 5 |
| 8. Discuss the concept of e-Choupals. | 5 |
| 9. Discuss the various methods of sale used for agricultural products. | 5 |
| 10. Problems of agricultural marketing. | 5 |

PART—B

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| 11. Explain the concept of marketing mix with regard to rural markets. | 10 |
| 12. Briefly describe the different bases for segmenting rural consumer markets. | 10 |
| 13. Describe various product decision strategies using relevant examples. | 10 |
| 14. Define agricultural marketing. Illustrate and explain the agricultural marketing process. | 10 |
| 15. Examine the objectives and role of co-operative marketing in India. | 10 |