

MMS/M- 13
RURAL AND AGRICULTURAL MARKETING
Paper- FM- 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. Write short notes on following :**
 - (a) Population density and rural marketing.**
 - (b) Packaging issues in rural markets.**
 - (c) Brand loyalty and rural buyer.**
 - (d) Ethical issues in rural marketing.**
 - (e) Weekly haats/mandis in rural areas.**
 - (f) Perishable product management in rural markets.**
 - (g) Micro- financing.**
- 2. What are the differences between Rural and Urban markets which make it Imperative for marketers to have special orientation for rural markets ?**
- 3. “A Rural customer is having different buying behavior as compared to Urban Customer”. Elucidate your statement with relevant examples.**
- 4. What are the issues involved in product mix of an organization dealing in consumer non-durable goods for rural markets.**
- 5. Discuss the issues and challenges involved in co-operative marketing in India with reference to rural markets.**
- 6. Discuss the marketing mix elements of an organization marketing fertilizer and pesticides for farmers. What are the challenges for marketers?**
- 7. Discuss the issues involved in designing personal selling program for rural markets. Elaborate your answer in light of contemporary marketing practices.**
- 8. Discuss the issues and challenges involved in determination of agricultural commodity prices.**