

Total No. of Questions - 10]  
(2022)

[Total Pages : 2

**9186**

**M.B.A. Examination**  
**RURAL MARKETING**

Paper – MM 04  
(Semester-IV)

Time : Three Hours]

[Maximum Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

**UNIT-I**

1. Discuss the nature, characteristics and potential of rural markets in India.
2. What are various socio-cultural factors affecting rural marketing?

**UNIT-II**

3. Explain the marketing of goods and services in the rural markets.

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4. Discuss the planning of distribution channels in rural markets in India.

### **UNIT-III**

5. What do you mean by organization and functions of agricultural marketing in India?
6. Discuss the classification of agricultural products with reference to seasonality and perish ability.

### **UNIT-IV**

7. What are Warehouses? Discuss the role of warehousing.
8. Explain the determination of agricultural prices and marketing margins.

### **UNIT-V**

9. What are the unique features of commodity markets in India?
  10. What are various problems of agricultural marketing? How to deal with these in today's environment?
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