

Total No. of Questions – 10]
(2062)

[Total Pages : 2

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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.** Is rural marketing different from urban marketing? Explain the significance of rural marketing in India.
- 2.** Discuss the attitudes and behaviour of rural consumers and farmers.

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UNIT-II

- 3. Write critical notes on the distribution channels and logistics in rural markets in India.**
- 4. Discuss marketing of fertilizers, seeds and tractors in India.**

UNIT-III

- 5. Discuss marketing structure with reference to agricultural marketing in India.**
- 6. Explain processing facilities for different agricultural products.**

UNIT-IV

- 7. What is meant by agricultural pricing strategy? What is the role of agricultural price commission?**
- 8. Give an overview of the role of central and state governments in agricultural marketing?**

UNIT-V

- 9. What are the problems of agricultural marketing? Discuss the measures to improve agricultural marketing?**
- 10. Discuss the benefits and limitations of cooperatives in rural marketing.**