

Roll No.

Total Pages : 2

MBAM-15

13143

RURAL AND AGRICULTURE MARKETING

Paper-MBA-MM-205

Time Allowed : 3 Hours]

[Maximum Marks : 80

Note : Attempt **five** questions in all, selecting at least **one** question from each Unit. Question No. 1 is compulsory.

Compulsory Question

1. Attempt all of the following **five** short questions :

- (a) Discuss the role of Warehousing in procurement of Rural Produce.
- (b) Elaborate the role of Agricultural Marketing.
- (c) How ill you organize Personal selling in Rural Market?
- (d) Define STP.
- (e) Explain the nature and scope of Rural Marketing.

UNIT-I

2. Which characteristics of Rural markets will attract a marketer and how will a marketer meet the challenges?

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3. What factors will help you a study the environment of Rural Marketing. Also state the factors which affect the behaviour of Consumer.

UNIT-II

4. Throw some lights on the challenges of Rural Market and some practices to overcome these challenges.
5. In what manner a new product can be developed in Rural Market?

UNIT-III

6. While establishing a Dairy in Rural area, what factors will you consider? Explain the rural distribution channels in detail.
7. In the case of manufacturing of Agricultural machinery, what factors will affect the pricing methods and how will you control your communication with Rural Consumers?

UNIT-IV

8. Elaborate the process of marketing of Agricultural inputs with special reference to Fertilizers, Seeds and Tractors.
9. How the various roles of Government and Price Commission can affect the Agricultural Marketing? Elaborate with suitable examples.