

December 2022

MBA- III SEMESTER

Agricultural and Rural Marketing (MS-RM-210)

Time: 3 Hours

Max. Marks:75

Instructions:

1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
2. Answer any four questions from Part -B in detail.
3. Different sub-parts of a question are to be attempted adjacent to each other.
4. Any other specific instructions

PART -A

- Q1 (a) "Rural India is all about agriculture" explain the statement. (1.5)
- (b) Explain rural development. (1.5)
- (c) Describe the term Agricultural Market. (1.5)
- (d) What do you mean by Export Potential? (1.5)
- (e) Define 4 As in Rural marketing. (1.5)
- (f) "Brands fail in India ,but are hit in Bharat" comment on the statement. (1.5)
- (g) Elucidate the term 'e rural 'marketing. (1.5)
- (h) Explain Rural marketing information system (1.5)
- (i) What do you mean by rural marketing positioning? (1.5)
- (j) Discuss the role of state in agricultural marketing development? (1.5)

PART -B

- Q2 Discuss the factors influencing rural consumer behavior. Do you think social factors have the major influence in it, support your answer with suitable examples? (10)
- Q3 (a) Write a note on role of govt. and non govt. agencies in development of rural marketing (7.5)
- (b) Discuss the support of cooperative societies to rural markets. (7.5)
- Q4 Discuss the various marketing strategies involved in rural marketing mix in detail. (15)
- Q5 (a) Describe the peculiar characteristics of agricultural marketing (5)
- (b) Do you see any challenge to rural and agricultural marketing ?justify your answer (10)
- Q6 (a) Specify the important campaigns in FMCG sector run by Indian marketers (7)
- (b) Elucidate the changing patterns of rural demand in various sectors in India. (8)
- Q7 What initiatives are taken by Indian govt. for improvising agricultural marketing .discuss in detail (15)