

M.B.A. (CBCS Pattern) Semester-IV  
**PCB4EA5 - Rural Marketing**

P. Pages : 1

Time : Three Hours



**GUG/W/24/10727**

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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|-----|---|----|
| 1.  | Explain in detail meaning, scope & importance of rural marketing.   | 14 |
| 2.  | Write detail note on 'Growth of rural markets'.   | 14 |
| 3.  | What is regulated market? Explain the problems and role of regulated markets.   | 14 |
| 4.  | Explain pricing and distribution strategies in rural marketing with the help of suitable example.   | 14 |
| 5.  | Explain Dara and Moghum sale methods in detail.   | 14 |
| 6.  | 'Sales force management in rural markets is very difficult task'. Explain your view and How employee can be kept motivated.                 | 14 |
| 7.  | Write detail note on 'open auction method'.   | 14 |
| 8.  | Explain the role of NAFED in the development of agriculture marketing.  | 14 |
| 9.  | Do you think agriculture credit policy & crop insurance help to handle panic situation of farmer suicide? Explain these policies in detail. | 14 |
| 10. | Write detail note on <b>any two</b> .   | 14 |
|     | a) Role of rural markets.   |    |
|     | b) NCDC   |    |
|     | c) Multi-Attribute segmentation.  |    |
|     | d) Self Help Group (SHG's)  |    |

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