

M.B.A. (CBCS Pattern) Sem-IV
PCB4EA5-SP05-Group A : Rural Marketing

P. Pages : 1

Time : Three Hours



GUG/W/22/10727

Max. Marks : 70

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

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| 1. | What are the importance of rural market in Indian scenario? Explain. | 14 |
| 2. | List act & explain basic difference between rural, semi urban and urban markets. | 14 |
| 3. | Explain 'Rural consumer behaviour'. State the profile of rural consumer? | 14 |
| 4. | Write detail note on 'regulated markets' in India. | 14 |
| 5. | State the role of regulated markets in marketing of agricultural product. | 14 |
| 6. | Explain the significance of regulated markets to agriculturists. | 14 |
| 7. | Explain in detail rural marketing strategies in term of product, price & promotion. | 14 |
| 8. | Write detail note on 'food corporation of India'. | 14 |
| 9. | Explain the major roles of J.T. in rural marketing in detail. | 14 |
| 10. | Write detail note on any two . | 14 |
| | a) Crop Insurance. | |
| | b) DMI | |
| | c) PDS | |
| | d) NIAM. | |
