Paper / Subject Code: 66648 / BUSINESS STUDIES (MANAGEMENT) : RURAL MARKETING

Time: 2 Hours

Max. Marks: 60

Instructi	ions: 1) A	ll Questions are compulsor	·y.	mum marks. Quality reterogeneer population social	price.						
		igures to the right indicate		mum marks.	11 in motione						
		5		reterogeneo	- Lite col						
	/			population social	corral are lance anea						
1	A) What	do you mean by Rural Mark	ceting?	Explain the nature of niral Marke	et(U/) icamerca						
	b) Distinguish Rural V/s. Urban Marketing. Population for real internation (08) OR (08) c) Describe various problems of rural marketing in India. Internation (07) d) Explain the transportation network in Indian Rural Markets. (08) Attransport. All State buying behaviour of rural consumer. Access Surity rde drumen. (07)										
		01	R	L'Arranda Ourshakes	De la la la						
	c) Desc	cribe various problems of ru	ral mar	keting in India.	(07) acverapment						
	d) Expl	ain the transportation networ	rk in In	dian Rural Markets.	(08) Como logical						
	, 1	0. 0		1 A	Advancement						
2	State	buying behaviour of rural c	onsume	er. frice is guality, role of women one that for any ment program.	(07) flower						
,	brExpla	in about entrepreneurship de	evelopr	nent program.	(08)						
	- , pro	0]	R								
	c) Disc	uss the role of agricultural co	ooperat	ive Bank.	(07)						
d) Explain the role of Khadi and village Industries commission 1. 11. Keral					(08)						
			N	importance. SA line ort in generating revenue for India	ee fubbor soire						
31	a) What	is Commodity marketing? S	State its	importance. 5A	(07)						
L	(b) Expla	ain contribution of Agricultu	re Expo	ort in generating revenue for India	a. (08)						
(01									
c) Explain the Online Marketing in rural India.					(07)						
	d) Expl	ain the Impact of IT in Agric	cultural	Marketing.	(08)						
4	A) Fill	in the blanks with an appr	opriate	e options	(05)						
1. Rural markets are											
 (Protected, not protected, Organized, Digital) 2. Transportation network is also called as											
 Rural consumers look mainly for product (Utility, cost, quality) Agricultural market includes 											
						(Seed, crops, oilseed, AH)					
								haupal is an initiative started	by		
	(17)	C, HUL, ICICI, SBI)	0								
					(0.5)						
B) Ma	tch the Column			(05)						
	-	Group A	2	Group B							
	1	FCIE	A	Rural development Bank							
	2	PMGSY D	B	Co-operative							
	3	SHG B	C	Voluntary							
	4	NABARD A	D	Road connectivity							

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Page 1 of 2

E

Effective Price Support

C

Amul

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C) State whether the following statements are True or False

1. Most farm products are nondurable in nature.

2. Co-operatives are governed by democratic Principal.

3. E-marketing uses internet, mobile and computer.

4. Nearly 45% of rural Indians are literate. ⊀

5. Rural Markets are heterogeneous in nature.

OR

5 Write a short notes (ANY 3)

- a) Agricultural Marketing
- b) Commercial Banking
- c) Marketing Communication
- d) E-Commerce
- e) Web-casting

(15)

(05)

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Page 2 of 2

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