

Time: 2 Hours

Max. Marks: 60

Instructions: 1) All Questions are compulsory.

2) Figures to the right indicates maximum marks.

1 a) What do you mean by Rural Marketing? Explain the nature of rural Market. (07)

b) Distinguish Rural V/s. Urban Marketing. (08)

OR

c) Describe various problems of rural marketing in India. (07)

d) Explain the transportation network in Indian Rural Markets. (08)

2 a) State buying behaviour of rural consumer. (07)

b) Explain about entrepreneurship development program. (08)

OR

c) Discuss the role of agricultural cooperative Bank. (07)

d) Explain the role of Khadi and village Industries commission. (08)

3 a) What is Commodity marketing? State its importance. (07)

b) Explain contribution of Agriculture Export in generating revenue for India. (08)

OR

c) Explain the Online Marketing in rural India. (07)

d) Explain the Impact of IT in Agricultural Marketing. (08)

4 A) Fill in the blanks with an appropriate options (05)

1. Rural markets are -----
(Protected, not protected, Organized, Digital)
2. Transportation network is also called as -----
(Satellite distribution, Internet, road, www)
3. Rural consumers look mainly for product-----
(Utility, cost, quality)
4. Agricultural market includes-----
(Seed, crops, oilseed, AH)
5. E-chaupal is an initiative started by-----
(ITC, HUL, ICICI, SBI)

B) Match the Column (05)

	Group A		Group B
1	FCI E	A	Rural development Bank
2	PMGSY D	B	Co-operative
3	SHG B	C	Voluntary
4	NABARD A	D	Road connectivity
5	Amul C	E	Effective Price Support

C) State whether the following statements are True or False (05)

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) (15)

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