

January - 2007

Subject Code—5732

M.B.A. EXAMINATION

(Third Semester)

(2 Years —New* Scheme)

MM-310

RURAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define Rural Marketing. How is it different from Urban Marketing ?
2. Do marketers need different strategies for rural marketing ? Explain.
3. Suppose you are a marketer and you have to launch a colour TV in rural Haryana market. How will you do it ? Explain.

P.T.O.

4. Write a detailed note on agricultural inputs with a special reference to fertilizers.
5. How can the use of bio-seeds help farmers ? Are farmers well aware ? Explain.
6. Are the government controlled organisations like marketing boards and agricultural universities performing in the same manner as they were supposed to ? Give a critical view.
7. Explain the role of Agricultural Price Commission in India.
8. Write short notes on the following :
 - (a) Role of Warehousing
 - (b) Cooperative Marketing in India.