

Roll No. ....

Subject Code—8183-X

**M.B.A. EXAMINATION**

(Third Semester)

(Re-appear Batch 2009 Onwards)

MM-310

**RURAL MARKETING**

*Time : 3 Hours*

*Maximum Marks : 70*

**\*Section A**

**Note :** Attempt any *Seven* questions. **7×5=35**

1. What is the potential of Rural Markets in India ?
2. How do the environmental factors affect Rural Marketing ?
3. "To study the behaviour of rural consumers is a difficult task." Comment.

4. Why the marketing of consumer durables and non-durable goods in rural markets require different product planning ?
5. Highlight the role of media planning in Rural Marketing.
6. Discuss the various processing facilities for different agricultural products.
7. What is the role of warehousing in Rural Marketing ?
8. Design the promotional mix for fertilizers.
9. State the same unique features of commodity markets in India.
10. Explain the scope of co-operative marketing in India.

### **Section B**

**Note :** Attempt all the questions.

11. Why do marketers need different strategies for Rural Markets ? Suppose you are a marketer and have to launch LCD in rural Haryana. How will you do it ? Explain. **12**

*Or*

Make the classification of rural products. Also explain the marketing mix in each class of product.

12. What factors are required to be considered while pricing the agricultural product ? State the role of Agricultural Price Commission in India. 12

*Or*

If you are the sales manager in a tractor manufacturing company, which various stages in personal selling process will be suggested by you to your subordinate to be followed ?

13. Give a detailed note on problems of agricultural Marketing in India. 11

*Or*

Discuss the role and importance of various institutions in marketing of agriculture products.