

Roll No.

Exam Code : J-19

Subject Code—0223

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(Third Semester)

RURAL MARKETING

MM-310

Time : 3 Hours

Maximum Marks : 70

Section A

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

1. Define Rural Marketing. Discuss the problems of rural marketing.
2. Discuss cooperatives and their formats.
3. Discuss the features of rural marketing in India.
4. Elaborate the role of agricultural marketing.

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5. What is commodity market ? Discuss its features.
6. Discuss the various channels for selling of agricultural products.
7. Explain the nature and scope of rural marketing.
8. Features of Commodity Markets.
9. Problems in Agricultural Marketing.
10. How many of products fail in rural areas ? Discuss.

Section B

Note : Attempt all the questions.

11. Design a promotional tool for launching the consumer durable goods in rural markets.

Or

Explain in detail the different components of rural marketing environment. **12**

12. Do marketers need to develop different product mix for rural consumers ? Why or why not ?

Or

Elaborate the process of marketing of agricultural inputs with special reference to fertilizers, seeds and tractors. **12**

13. Discuss the nature and role of cooperative marketing in India.

Or

Design an advertising campaign for a cosmetic company which wants to launch is fairness creams for rural market in India. **11**