

Roll No. ....

Exam Code : D-18

Subject Code—0249

**M.B.A. EXAMINATION**

(Batch 2018 Onwards)

(Third Semester)

RURAL MARKETING

MM-310

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt any *Five* questions. All questions carry equal marks. Q. No. **1** in Section A is compulsory.

**Section A**

- 1.** Attempt all questions. Each question carries equal marks :
  - (i) Define Rural Marketing.
  - (ii) Define Agribusiness.
  - (iii) Explain E-Choupal.

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**P.T.O.**

- (iv) What is Supply Chain Management ?
- (v) What do you mean by Demographic Profile of Rural Consumers ?
- (vi) What Constitute as Rural Market ?
- (vii) Define Corporative Marketing. 7×2=14

### Section B

**Note :** Attempt *four* questions selecting *one* question from each Unit. All questions carry equal marks.

#### Unit I

- 2. Describe the scope of rural marketing in India. What media options are beneficial for Rural Marketing ? 14
- 3. Why Market Segmentation is the key in rural markets ? How it relate with Consumer Profile ? Explain. 14

#### Unit II

- 4. What are the differences in Agriculture and Consumer Marketing ? Is the Agriculture Marketing Infrastructure Available in India. 14
- 5. Marketability of Agri-products is the key issue in Indian Economy. Discuss. 14

#### Unit III

- 6. What are the recent trends in Rural Marketing ? How corporates through various initiatives are trying to tap rural consumers ? 14
- 7. How supply Chain Management is helpful for getting better Economic Advantages ? 14

#### Unit IV

- 8. Define the role of financial Institution in Agricultural Marketing. Give suggestions about the role of Government in Agri Marketing. 14
- 9. Write the importance of Innovative Distribution Channels for Agriculture Marketing. 14