

Code: 21E00305b

MBA III Semester Regular & Supplementary Examinations November/December 2024

RURAL MARKETING

(Master of Business Administration)

Time: 3 hours Max. Marks: 6

All questions carry equal marks

SECTION – A

Answer the following: 05 X 10 = 50 Marks

1. (a) Write short note on the classification of rural consumer based on economic status 5M
(b) Describe the importance of rural marketing 5M
- OR**
2. (a) Discuss the factors affecting rural consumer behaviour. 5M
(b) Distinguish the rural and urban markets 5M
3. Explain the pricing strategies in rural marketing. 10M
- OR**
4. Describe the Dara Moghum sale method and open auction method 10M
5. (a) Discuss the importance of Government intervention in marketing system 5M
(b) Explain the types of Cooperative Marketing Societies. 5M
- OR**
6. (a) Explain the role of National Institute of Agricultural Marketing (NIAM) 6M
(b) Describe the objectives of National Agricultural Cooperative Marketing Federation (NACMF) 4M
7. Discuss the role of Agricultural Credit Policy in agricultural sector. 10M
- OR**
8. Explain the different types of schemes in Agricultural Insurance. 10M
9. Describe the role of IT in infrastructure of rural marketing. 10M
- OR**
10. Discuss the modern rural distribution techniques in rural marketing. 10M

SECTION -B

(Compulsory question, 01 X 10 =

11. **Case Study:** 10 M
Is middle man necessary in Rural marketing? Substantiate your opinion with related concepts and illustrations
