

6 SEM TDC RMKT 3 (Sp)

2 0 1 5

(May)

COMMERCE

(Speciality)

Course : 603

(**Rural Marketing**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following as directed : 1×8=8

(a) Rural India presents a homogeneous market.

(State True or False)

(b) Rural consumer, in general, is more sensitive to product prices than the urban consumer.

(State True or False)

(c) NABARD stands for —.

(Fill in the blank)

- (d) Which of the following factors influences the price of agricultural commodities?
- (i) Inadequate storage facility
 - (ii) Uncertainty of supply
 - (iii) Superfluous middleman
 - (iv) All of the above

(Choose the correct answer)

- (e) Which of the following is not an agricultural input?
- (i) Seed
 - (ii) Tractor
 - (iii) Pesticide
 - (iv) None of the above

(Choose the correct answer)

- (f) Which of the following is the quality certification mark for agricultural produce?
- (i) BIS
 - (ii) AGMARK
 - (iii) ISO 20000
 - (iv) ISI

(Choose the correct answer)

- (g) The Consumer Protection Act was passed in 1986.

(State True or False)

- (h) What is the full form of FMCG?

2. Write short notes on any *four* of the following : 4×4=16

- (a) Dynamics in rural marketing
- (b) Role of geographical factors in determining rural marketing environment
- (c) Prerequisites for effective segmentation of rural market
- (d) Role of cooperatives in marketing the agricultural product
- (e) Rural retailing

3. (a) Define rural marketing. Discuss the nature and importance of rural marketing. 2+9=11

Or

(b) Write explanatory notes on the following : 5½×2=11

- (i) Scope of rural marketing
- (ii) Evolution of rural marketing

4. (a) Discuss various socio-cultural and economic factors which influence rural marketing operations. 6+6=12

Or

(b) Evaluate the major factors which determine rural marketing environment. 12

5. (a) Define market segmentation. Explain the different bases of rural market segmentation. 3+8=11

Or

- (b) What do you mean by rural market segmentation? Discuss the influence of rural market segmentation in rural marketing. 3+8=11

6. (a) What is rural marketing strategy? Discuss various stages involved to introduce a new product specially designed for rural market. 3+8=11

Or

- (b) Write a critical note on the distribution channels and logistics in rural market. 11

7. (a) What are the different problems in marketing agricultural products in India? Suggest a few remedial measures to overcome the problems. 6+5=11

Or

- (b) Describe the role of government in solving the problems of agricultural marketing in India. 11