

Roll No. ....

Total Pages : 03

**MBAQ/M-20**

**13429**

**RURAL AND AGRICULTURAL  
MARKETING  
MBAMM-203**

Time : Three Hours]

[Maximum Marks : 80

**Note :** Attempt *Five* questions in all. Q. No. **1** is compulsory.  
Attempt remaining *four* questions by selecting *one*  
question from each Unit.

**1.** Answer the following in brief :

- (a) Discuss the nature of rural marketing.
- (b) Why are many new products getting failed ?
- (c) What are the objectives of rural communication strategy ?
- (d) Highlight four problems of agricultural marketing.
- (e) Discuss the role of Agricultural Price Commission.

**5×4=20**

**Unit I**

**2.** Define rural marketing and discuss the factors responsible  
for the growth of rural markets in India. **15**

3. “It is difficult to understand rural marketing environment.”  
Comment. **15**

### **Unit II**

4. Explain the importance of segmentation in rural markets.  
What are the bases for rural market segmentation for  
washing machine ? **15**
5. Do the rural consumers believe in branding ? What  
branding strategies are being used by marketers in rural  
India ? **15**

### **Unit III**

6. What are different methods of pricing ? Can marketers  
use all these methods in rural marketes ? **15**
7. Explain different considerations you would take  
into account while selecting a channel of distribution for  
the durable products to be distributed in rural market.  
**15**

#### **Unit IV**

8. Discuss the concept of agricultural marketing. What are the methods of sale being used in agricultural marketing ?  
**15**
9. Discuss the role of central government institutions/ organization to improve the agricultural marketing. **15**