

M.Com. 4th Semester Examination, 2012

RURAL MARKETING

Optional Group II : (*Marketing*)

PAPER— COM-404 M

Full Marks : 50

Time : 2 hours

The figures in the right-hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

UNIT – I

1. Answer any *two* from the following : 5 × 2

- (a) What are the different phases of rural marketing in India ?
- (b) Discuss briefly farm product mix in present day's context.

(*Turn Over*)

- (c) What are the constraints in agricultural marketing ?
- (d) Write a short note on New Paradigm of rural marketing in India.

2. Answer any *one* from the following : 10 × 1

- (a) What is the basic difference between the rural marketing and the urban marketing ?
- (b) Discuss briefly marketing mix of farm inputs.

UNIT – II

3. Answer any *two* from the following : 5 × 2

- (a) Write down the role of co-operative institutions in rural marketing.
- (b) What is contract farming ?
- (c) Discuss the bases that the marketer can use to segment the rural market in India.
- (d) Write short note on any *one* of the following :
 - (i) APEDA
 - (ii) NAFED.

4. Answer any *one* from the following : 10 × 1

- (a) Which kind of distribution strategy may be suitable for rural marketing in India ?
- (b) Discuss the impact of Globalization in rural sector in the context of IPR.

[*Internal Assessment* : 10 Marks]
