

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics
SY B.Com, Semester-IV, Supplementary Examination June 2023
GE-5 PRACTICES OF RURAL MARKETING (COG 122)

DURATION: 2 hours

Total Marks 80

Instructions

- i) All questions are compulsory however internal choice is available
- ii) Answer sub questions in question No1 and question No2 in not more than 100 words each.
- iii) Answers to question no 3 to question no 6 is not more than 400 words each
- iv) Figures to the right indicate marks assigned to the questions.

1. Answer the following in brief (any four) (4x4)

- a) Concept of Physical Distribution
- b) E-Distribution
- c) Role of a salesman in Rural India
- d) Need for promotion in Rural Markets
- e) Problems in Physical Distribution in Rural India
- f) An informal Media for Communication in Rural India

2. Answer the following in brief (any four) (4x4)

- a) Functions of Distribution Channels (any 4)
- b) Model of Rural Distribution (any one)
- c) Logistic Management v/s Supply Chain Management
- d) Problems faced by the Salesmen in Rural Marketing
- e) Challenges of Agricultural Marketing
- f) Duties of a salesperson in Rural Markets

3A. Explain the measures taken to overcome the problems of Distribution in the Rural Markets (12 Marks)

OR

B. Elaborate the unique qualities required by the Salesperson in Rural Marketing (12 Marks)

4A Highlight the solutions used to overcome the problems faced by the salesmen (12 Marks)

OR

B. Explain the role of the wholesalers and Retailers in distribution in Rural Marketing (12 Marks)

5A. Discuss the constraints in Communication faced by the marketers in the Rural India (12 Marks)

OR

5B. Elaborate on the different promotional techniques adopted by the marketers in Rural India (12 Marks)

6A. Discuss the role of Agricultural Marketing in the Economic Development of our country (12 Marks)

OR

6B. What are the major defects of Agricultural Marketing system in India? (12 Marks)