

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics  
SY B.Com, Semester-IV, Semester End Examination, April 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 Agricultural marketing
- b) An informal Media for Communication in Rural India
- c) Objective of promotion in Rural Markets
- d) Significance of Agricultural Marketing in India
- e) Role of a salesman in Rural India
- f) E-Distribution

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

- a) Functions of Distribution Channels (any 4)
- b) Logistic Management v/s Supply Chain Management
- c) Requisite qualities of Salesmen in rural India
- d) Challenges of Agricultural Marketing
- e) Model of Rural Distribution (any one)
- f) Problems of Physical Distribution

3A. Explain the problems faced by the salesman in the Indian Rural Markets (12 Marks)

OR

B. Highlight the solutions used to overcome the problems faced by the salesmen (12 Marks)

4A Highlight the suitable Media of communication in Rural India (12 Marks)

OR

B. Explain the role of the retailer in distribution in Rural India (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 played by the government in Marketing the Agricultural Products in India (12 Marks)

OR

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