

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-IV, Semester End Examination June 2022
GE-5, Practices in Rural Marketing(COG122)

Duration: 2hrs

Max Marks: 80

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) All questions are compulsory.

1. Write short notes on *any four* out of the following: (4x4=16 marks)
 - a) Significance of agricultural marketing in India
 - b) PDS system of distribution
 - c) Television as a formal medium for communication in rural India
 - d) Role of wholesalers in distribution
 - e) Need for promotion in rural areas
 - f) Concept of Agricultural Marketing in India

2. Write short notes on *any four* out of the following: (4x4=16 marks)
 - a) Model of rural distribution system in India(any one)
 - b) Significance of haats/melas in rural areas
 - c) Functions of distribution channels(any four)
 - d) Duties of salesperson in rural India(any four)
 - e) Essentials of effective agricultural marketing(any four)
 - f) List suitable communication media for rural markets

3. a. Explain the steps in sales force development by marketers for rural India (12 marks)
OR
b. Highlight suitable media of communication in the rural Indian context.

4. a. Briefly explain the problems encountered by the marketers in distribution of goods to the rural population. (12 marks)
OR
b. Discuss the requisite qualities in the salesperson for marketing in rural India

5. a. Explain the problems faced by the salesperson in rural markets. Give solutions to overcome the same. (12 marks)
OR
b. What is the role of the retailer in distribution in rural India?

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6. a. Explain significance of promotion as a marketing mix tool in rural India. What are the types of promotions used in rural India? **(12 marks)**

OR

- b. What are the constraints in communication faced by marketers in rural India?