

**APPLIED COMPONENT- RURAL MARKETING**

**Duration: 2 hrs**

**Max Marks: 80**

**Instructions:**

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

**Q 1. Write short note on (Any 4 )**

**(4x4=16)**

- a) Describe the objectives of promotion in rural markets.
- b) Explain the problems in distribution in rural markets.
- c) Discuss the role of retailers.
- d) Typical marketing channels in rural markets.
- e) Satellite distribution.
- f) Explain the constraints in promotion in rural areas.

**Q 2. Write short note on (Any 4 )**

**(4x4=16)**

- a) E-distribution
- b) Warehousing
- c) Functions of sales force management.
- d) Marketing of agricultural goods vs manufactured goods.
- e) Essentials of agricultural marketing.
- f) Features of agricultural produce.

**Q 3. A) Explain the role of wholesalers in rural markets.**

**(12)**

OR

**X) State and explain the emerging channels of distribution.**

**(12)**

**Q 4. A) Describe the problems of rural marketing communication.**

**(12)**

OR

**X) Discuss the formal and informal media mix for rural market**

**(12)**

**Q 5. A) Highlight the various challenges and problems the sales force face in rural marketing.**

**(12)**

OR

**X) State and explain the qualities of a successful rural salesman.**

**(12)**

**Q 6. A) What is agricultural marketing ? Explain the challenges and defects in agricultural marketing.**

**(12)**

OR

**X) Explain the role of government and other organisations in marketing agricultural products.**

**(12)**