

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.Com, Semester IV, Semester End Examination, April, 2019.
Practices of Rural Marketing (GE-5)

Duration: 2 hrs

Marks: 80

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

01. Write short notes: **(Any 4)** (16 Marks)
a) Transportation problems in Rural Distribution.
b) Wall Paintings informal media mix in Rural Market
c) Promotion and Financing Role of Wholesaler in Distribution Channel.
d) Marketing of Agricultural V/S Manufactured Goods
e) Distribution channel of Shandies/ Haats/ Jathras/ Melas.
f) Typical Rural Distribution Channel.
02. Write short notes: **(Any 4)** (16 Marks)
a) Commission Agent
b) Marketing of Agricultural and Manufactured Goods
c) Role of Salesmen to Increase Sales.
d) Four types of utilities of the product).
e) Knowledge of local language trait of a successful Rural salesman
f) Facilitative Middlemen.
03. A) Explain the Problems in rural distribution. (12 Marks)
OR
B) Describe the Role of Wholesaler in Distribution Channel.
04. A) Explain the Constraints in Marketing communication and promotion (12 Marks)
OR
B) What is Marketing Communication? Describe the Objectives of Promotion in Rural Market.
05. A) Explain the Qualities of a successful Rural salesman. (12 Marks)
OR
B) Explain the Problems Faced by Sales Personnel in Rural Marketing.
06. A) Explain the importance of agricultural marketing in the economic development. (12 Marks)
OR
B) Describe the Problems or Defects in Agricultural Marketing.