

**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)
- Transportation problems in Rural Distribution.
  - Wall Paintings informal media mix in Rural Market
  - Promotion and Financing Role of Wholesaler in Distribution Channel.
  - Marketing of Agricultural V/S Manufactured Goods
  - Distribution channel of Shandies/ Haats/ Jathras/ Melas.
  - Typical Rural Distribution Channel.
02. Write short notes: **(Any 4)** (16 Marks)
- Commission Agent
  - Marketing of Agricultural and Manufactured Goods
  - Role of Salesmen to Increase Sales.
  - Four types of utilities of the product).
  - Knowledge of local language trait of a successful Rural salesman
  - 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.