

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.B.Com, Semester IV, May/June Supplementary Examination 2017
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) Role of wholesalers.
- b) Methods of distribution in rural markets.
- c) Emerging channels of distribution in rural markets.
- d) Describe the objectives of promotion in rural markets.
- e) Explain the strategies for rural marketing.
- f) Discuss the problems of rural marketing communication.

Q 2. Write short note on (Any 4)

(4x4=16)

- a) Activities of rural sales person.
- b) Role of retailer.
- c) Haats and shandies.
- d) Essentials of good agricultural marketing.
- e) Standardization and grading.
- f) Marketing of agricultural goods vs manufactured goods.

Q 3. A) Describe the problems of distribution in rural markets

(12)

OR

X) Write a note on typical marketing channels in rural markets.

(12)

Q 4. A) State and explain the formal and informal media mix for rural markets.

(12)

OR

X) Highlight the various constraints in promotion and marketing communication in rural areas.

(12)

Q 5. A) Discuss the problems faced in rural marketing by sales force.

(12)

OR

X) Define salesperson. Describe the qualities of a successful rural salesperson.

(12)

Q 6. A) Explain the importance of agricultural marketing.

(12)

OR

X) What is agricultural marketing? Discuss the role of agricultural marketing in economic development of our country

(12)