

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.com, Semester-IV, Semester End Examination, April 2018

RURAL MARKETING

Duration: 2 hours

Max Marks: 80

Instructions: i) *All questions are compulsory.*
ii) *Figures to the right indicate full marks.*
iii) *Start each new question on fresh page.*

1. Write short notes on **any four** of the following: **(4x4=16 marks)**
 - a. Strategies for promotion of goods in rural marketing
 - b. Traditional methods of distribution
 - c. Concept of agricultural marketing
 - d. E-distribution
 - e. An informal media for communication in rural area
 - f. Communication strategies in rural markets

2. Write short notes on **any four** of the following: **(4x4=16 marks)**
 - a. Purpose of grading
 - b. AGMARK
 - c. Significance of agricultural marketing in India
 - d. Need for promotion in rural India
 - e. Essential requirements of a sales person in rural marketing
 - f. Problems in distribution of goods

3. a. What is the role of the retailers/wholesalers in the distribution of goods in the rural markets in India? **(12 marks)**

OR

b. What are the constraints in communication in rural markets? **(12 marks)**

4. a. Explain the formal organized media for overcoming communication constraints? **(12 marks)**

OR

b. Explain giving examples the strategies adopted by the companies for promotion and communication in the rural markets.

5. a. What are the problems faced by the sales personnel in rural markets? **(12 marks)**

OR

b. What is the present status of agricultural marketing in India?

6. a. What are the measures taken by the government in the field of agricultural marketing? **(12 marks)**

OR

b. What are the major defects of agricultural marketing system in India?