

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
S.Y.B.com, Sem IV, MAY/JUNE SUPPLEMENTARY EXAMINATION 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. Formal media for communication in rural area
  - b. Significance of agricultural marketing
  - c. Channels of distribution in rural markets
  - d. Means of communication in rural markets
  - e. Agricultural goods v/s manufacturing goods
  - f. Standardization of goods
  
2. Write short notes on **any four** of the following: (4x4=16 marks)
  - a. Purpose of grading
  - b. Importance of standardization of goods
  - c. Benefits of e-distribution
  - d. Need for promotion in rural markets
  - e. Essential requirements of a sales person in rural marketing
  - f. Prospects for sales personnel in rural markets
  
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 problems faced by the sales personnel in the rural markets? (12 marks)
  
4. a. Explain the informal 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 in distribution of goods in the 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 problems in grading and standardization of goods in rural India?