

V.V.M's

Shree Damodar College of Commerce and Economics

Margao-Goa

SYB.COM, Semester: IV, End Semester Examination, April 2016

Duration: 2 hours

SUBJECT: RURAL MARKETING

Marks: 80

*Instructions: All questions are compulsory however internal choice is available.*

*Figures to the right indicate maximum marks to the questions.*

*Answer sub-questions in Question No. I & Question No. II in not more than 100 words each.*

*Answer Question No. III to Question No. VI in not more than 400 words each.*

**Q.I. Answer any four of the following: -**

**(4x4=16 marks)**

- a) New methods of distribution.
- b) Communication in rural markets.
- c) Role of a salesperson.
- d) Marketing of agricultural goods v/s manufactured goods.
- e) E-Distribution.
- f) Rural specific media for communication in rural areas.

**Q.II. Answer any four of the following: -**

**(4x4=16 marks)**

- a) Problems in channels of distribution.
- b) Key objectives of marketing communication.
- c) Challenges faced by salesman in rural areas.
- d) Essentials of effective agricultural marketing.
- e) Agencies involved in agricultural marketing.
- f) Problems in agricultural marketing.

**Q.III. a) Discuss the role played by wholesalers and retailers.**

**(12 marks)**

**OR**

**b) State and explain the typical marketing channels in rural markets.**

**(12 marks)**

**Q.IV. a) Discuss the problems in marketing communication in rural areas.**

**(12 marks)**

**OR**

**b) Explain in detail the formal organised media used for managing the communication task with rural audience.**

**(12 marks)**

**Q.V. a) State and explain the qualities of successful rural salesman.**

**(12 marks)**

**OR**

**b) Discuss the problems faced by sales personnel in rural markets.**

**(12 marks)**

**Q.VI. a) What is agricultural marketing? Explain the characteristics of agricultural production.**

**(12 marks)**

**OR**

**b) Explain the different functions of agricultural marketing.**

**(12 marks)**