

V.V.M's

Shree Damodar College of Commerce and Economics

Margao-Goa

SYB.COM, Semester: IV, *Supplementary Examination, May/June 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. Write short note on any four of the following: -

(4x4=16 marks)

- a) Meaning of physical distribution.
- b) Marketing communication in rural markets.
- c) Role of a sales person.
- d) Concept of agricultural marketing.
- e) Meaning of E-Distribution.
- f) Formal organised media for marketing communication in rural markets.

Q.II. Write short note on any four of the following: -

(4x4=16 marks)

- a) Role of wholesalers.
- b) Objectives of marketing communications.
- c) How to make rural communication marketing successful?
- d) Marketing of agricultural goods v/s manufactured goods.
- e) Role of government in agricultural marketing in India.
- f) Essentials of agricultural marketing.

Q.III. a) Explain the typical marketing channels in rural markets.

(12 marks)

OR

b) Explain the problems in physical distribution in rural areas.

(12 marks)

Q.IV. a) Explain the different constraints in marketing communication in rural areas.

(12 marks)

OR

b) Examine and suggest an appropriate informal media mix for an effective communication with the rural audience.

(12 marks)

Q.V. a) Who is a salesperson? What are the qualities of successful rural salesman?

(12 marks)

OR

b) Explain the prospects and problems faced by sales personnel in rural markets.

(12 marks)

Q.VI. a) State and explain the features of agricultural production.

(12 marks)

OR

b) Discuss the importance of agricultural marketing.

(12 marks)