

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
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MBA 4th Semester Examination

Rural Marketing

MM-04

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions. All questions carry equal marks.

1. "Future lies with those companies who see ruralites as their customers". Do you agree with this statement? Justify your answer in either of the case. (12)

OR

2. Explain STEP model which is used to analyse the rural marketing environment. Also describe the various variables of environmental factors with the help of examples which affect the different marketing decisions. (12)
3. Explain the cellular marketing strategies of any three service providers. (12)

OR

4. Examine the marketing strategies of any two tractor companies and which one is the best in your opinion? (12)
5. What are the barriers to the commercialisation of agriculture? How can they be removed? (12)

OR

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[P.T.O.]

6. Explain the working of:
- (a) Regulated Markets
 - (b) ICT in agricultural marketing (12)
7. Write notes on:
- (a) Cooperative Banking
 - (b) NABARD (12)

OR

8. "Agricultural production is highly seasoned and there is a need for scientific storage facilities in rural area to protect the quantity and quality of the produce". On the basis of this statement, explain the importance of warehousing and types of warehouses required in rural areas. (12)
9. (a) Explain commodity markets with the help of examples.
- (b) What do you understand by cooperative marketing and also explain the importance of cooperative marketing in India. (12)

OR

10. (a) Write a note on NAFED.
- (b) What are the reasons for the poor performance of cooperative societies in India and what are the remedial measures? (12)