

**[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2064)**

14930

MBA 4th Semester Examination

Rural Marketing (O.S.)

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 : There are ten (10) questions in all, two questions in each unit. The students are required to attempt five (5) questions selecting one question from each unit.

UNIT - I

1. Explain rural marketing. Distinguish between regulated and unregulated markets and what are the advantages of regulated markets? (12)
2. Write short notes on the following:
 - (a) Consumer behavior (6)
 - (b) Environmental factors affecting rural marketing. (6)

UNIT - II

3. Explain composition of consumers good and five Ps. (12)
4. What do you understand by fast moving consumer goods marketing channels? Discuss. (12)

UNIT - III

5. Elucidate the functions of agricultural marketing and its role in getting better prices by the farmers for their produce. (12)

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[P.T.O.]

6. What are components of Market Structure? Discuss the features of performance market forces. (12)

UNIT - IV

7. What are the main causes of slow progress of warehousing in India? (12)
8. How the prices of agricultural produce are determined? What is the role of agriculture price commission? (12)

UNIT - V

9. Elaborate the impact of present economic environment on Indian commodity markets. (12)
10. Why cooperative marketing is not successful in India? Discuss. (12)