

(ii) Write short notes on the following : 4+4=8

(a) Unconventional media

(b) Folk media.

(iii) What are consumer durables ? What are the major issues that create problems in marketing of consumer durables in rural markets in India ? 2+6=8

(iv) Write *four* challenges of Indian Tractor Industry. Which factors would you suggest could help in better future prospects for tractor industry? N.B. 4+4=8

(v) Discuss *four* advantages and *four* disadvantages of Cooperative Societies. N.B. 4+4=8

(vi) Explain the major problems of marketing of Agricultural Produce in India. 8

(vii) What are the characteristics of Indian Handicraft Industry ? State some of the challenges of the Indian Handicraft industry. N.B. 4+4=8

(viii) Write short notes on : 4+4=8

(a) Regulated Markets

(b) Regional Rural Banks (RRBs).

Total number of printed pages—4

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2014

RURAL MARKETING

Paper : 6-3

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following : 1×10=10

(A) Fill in the blanks :

(i) An urban area can be defined as an area with a minimum population of _____ . (4,000 / 5,000)

(ii) The rural India has as many as _____ ethnic groups. (20,000 / 30,000)

(iii) Targeting the total market as potential buyers of a brand in a product category with one marketing mix is known as _____. (mass market strategy / market segmentation strategy)

- (iv) Wall painting is a _____ reach _____ frequency media vehicle. (high, high / high, low)
- (v) _____ is an unconventional platform to promote brands among rural population. (Mela / Internet)

(B) State True or False :

- (vi) Consumer durables have lesser penetration in rural markets.
- (vii) National Bank for Agriculture and Rural Development (NABARD) was established in the year 1983.
- (viii) The retention pricing scheme of urea was introduced in the year 1997.
- (ix) India is the largest producer of agrochemicals in Asia.
- (x) The All India Handicrafts Board was set up in the year 1952.

2. Write brief answers :

2×5=10

- (i) Name two institutes engaged in marketing of agricultural products under contract farming in India. Pg. 199.
- (ii) What are the four A's of Rural Marketing Mix? Pg. 151.
- (iii) Name two folk media used in Rural India. Pg. 58

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- (iv) State two important reasons which can be attributed to the sudden growing importance of rural markets. 82.
- (v) State two characteristics of Co-operative societies.

3. Answer the following : (any four) 5×4=20

- (i) Differentiate between rural marketing and urban marketing. 75
- (ii) Explain the nature and characteristics of the rural markets in India. Pg 6.
- (iii) Write a note on Agri Export Zones. 202
- (iv) Explain the various functions of NABARD. 184
- (v) Discuss the major characteristics of the Indian FMCG sector. 96
- (vi) Discuss some major marketing strategies required to meet the challenges and generate growth for the agrochemical market in India.
- (vii) Explain the various causes of Rural Indebtedness. 157, 124

4. Answer the following : (any five)

- (i) Discuss the major challenges in Rural Marketing in India. 153, 154. 8

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Contd.