

**NOTE: 1) Answer any FOUR questions from Q.No.1 to Q.No.7**

**2) Question no 8 (case study) is compulsory**

- 1) a. Define rural marketing? 3 Marks  
b. Bring out the distinction between rural and urban marketing? 7 Marks  
c. Explain the Thomson – rural market index and their parameters? 10 Marks
- 2) a. Explain the hierarchy of markets for rural consumers? 3 Marks  
b. Discuss land and irrigation issues in rural India? 7 Marks  
c. Suggest suitable marketing strategy for talcum powder to be sold in the rural area? 10 Marks
- 3) a. How do you classify the agriculture inputs? 3 Marks  
b. What marketing strategy would you propose for fertilizers? 7 Marks  
c. Write a note on the SWOT analysis of agro-chemicals market? 10 Marks
- 4) a. Briefly explain the marketing of consumables and durables? 3 Marks  
b. Explain the functioning of regulated markets? 7 Marks  
c. Bring out the significance of rural/cottage industries? How is helpful to Indian farmers? (10)
- 5) a. Write a note on agriculture export zone (AEZ)? 3 Marks  
b. Write a short note on 7 Marks  
i) NABARD  
ii) SCB  
c. Discuss the impact of Kissan credit card scheme on rural market? 10 Marks
- 6) a. Explain the structure of co-operative organization? 3 Marks  
b. Discuss the role and function of FCI? 7 Marks  
c. Analyze the impact of co-operatives on rural marketing? 10 Marks
- 7) a. How do you segment rural markets? 3 Marks  
b. Discuss the challenges Indian agriculture is facing currently under LPG scenario? 7 Marks  
c. Describe the needs for education in the agricultural sector and explain various training programs for agriculture markets? 10 Marks