

**5/H-76 (xiii)(d) (Syllabus-2015)**

**2018**

( October )

**COMMERCE**

( Honours )

**( Rural and Agricultural Marketing )**

( BC-506 )

Marks : 75

Time : 3 hours

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

1. Define marketing. Do you think that marketing evolution has any impact on agriculture? Give reasons for your answer. .  
2+13=15

Or

"Agricultural marketing is as relevant to a developing country like India in the same way as it is relevant to highly developed countries." Explain this statement. 15

2. Write notes on the following : 5×3=15
- (a) Role of market committee
  - (b) Rural market
  - (c) APMC Act

( Turn Over )

( 2 )

Or

Discuss the problems in the working of regulated market and suggest measures for tackling the problems faced by regulated markets.

$7\frac{1}{2}+7\frac{1}{2}=15$

3. (a) Define contract farming. State the essential features of contract farming.  $2+5\frac{1}{2}=7\frac{1}{2}$
- (b) What is direct marketing and how does it benefit the farmers as well as the consumers?  $2+5\frac{1}{2}=7\frac{1}{2}$

Or

Write notes on the following :  $5 \times 3 = 15$

- (a) e-Choupal and its effects on Indian farmers
- (b) Rythu market
- (c) Role of folk media in rural marketing
4. (a) "Risk is an integral part of agriculture." Explain this statement in the context of 'price risk' and the role of government to manage price risk. 10
- (b) What are the factors that affect the length of marketing channels? 5

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( Continued )

( 3 )

Or

- (a) What is AGMARKNET? State its role in enabling e-commerce in agricultural marketing.  $2+5\frac{1}{2}=7\frac{1}{2}$
- (b) Write on the role and functions of Central Warehousing Corporations.  $7\frac{1}{2}$

5. Briefly explain the major problems facing agricultural marketing in India. What are the recent developments that have taken place as measures to tackle those problems? 15

Or

Write notes on the following :  $5 \times 3 = 15$

- (a) Factors affecting price of Livestock
- (b) Role of cooperatives in Dairy marketing
- (c) Role of government in Grain marketing

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