

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

2 0 1 7

(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. (a) Discuss the role of marketing in augmenting the agriculture and rural economy. 8

(b) What are the major challenges that the Indian farmers are facing in marketing of their produces? 7

Or

(a) Discuss the importance of marketing research in the context of agricultural products. 8

(2)

(b) How does institutional credit help in strengthening the rural economy? 7

2. Define rural market. Highlight the importance of rural markets and suggest measures to improve the performance of rural markets. 2+7+6=15

Or

Write notes on the following : 5×3=15.

(a) Importance of public-private partnership in rural marketing

(b) Direct purchasing centres

(c) Farmers' market

3. Why is communication needed in rural marketing? Write, in brief, different tools of communication used in rural marketing. 5+10=15

Or

"Cooperative marketing is an important mechanism to strengthen agricultural marketing." Critically examine this statement. 15

4. "Storage and warehousing are stabilizing agents in the agricultural market." Elucidate this statement. 15

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(Continued)

(3)

Or

(a) What are the ICT services available in India for promoting agricultural marketing? Elaborate. 10

(b) "Middlemen are parasites on farmers." Examine the statement in the present context. 5

5. Discuss, in detail, the recent developments in agricultural marketing in India. 15

Or

Write notes on the following : 5×3=15

(a) Marketing of processed food

(b) Dairy marketing

(c) Green marketing

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