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**S – 6928**

**Reg. No. :** .....

**Name :** .....

**Third Semester M.Com. Degree Examination, February 2024**

**Elective : Marketing**

**Paper 1 : CO 231M – AGRICULTURAL AND RURAL MARKETING**

**(2018 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **all** questions. Each questions carries **2** marks.

1. State the types of agricultural marketing.
2. What are the different types of agricultural markets?
3. Write a short note on Paramparagat Krishi Vikas Yojana.
4. What is the Agri Clinic and Agri Business Centres Scheme?
5. State the components of agribusiness.
6. What do you mean by e-NAM?
7. Define organized retailing.
8. What are the product classifications in rural marketing?
9. What is the marketing mix for rural marketing?
10. Write a short note on the role of NAFED.

**(10 × 2 = 20 Marks)**

P.T.O.



## SECTION – B

Answer **any five** questions. Each question carries **5** marks.

11. What are the deficiencies in the agricultural marketing system in India?
12. Explain the objectives of agricultural marketing.
13. Briefly explain challenges of agribusiness.
14. What are the prerequisites for effective segmentation in rural marketing?
15. Explain the advantages and disadvantages of organized retailing in agricultural marketing.
16. Explain innovative distribution channels used in rural markets.
17. What are the main functions of cooperative marketing societies?
18. Briefly explain the structure of marketing cooperative societies in India.

**(5 × 5 = 25 Marks)**

## SECTION – C

Answer **any two** of the following questions. Each question carries **15** marks.

19. Distinguish between agricultural marketing and consumer marketing.
20. Discuss emerging branches of agribusiness. Also comment on the export potential of farm products.
21. Write an essay on the importance of rural marketing.
22. Give a detailed note on the historical development of cooperative marketing in India.

**(2 × 15 = 30 Marks)**

