

5/H-76 (xiii) (d) (Syllabus-2019)

2022

(November)

COMMERCE

(Honours)

(BC-506)

(Rural and Agricultural Marketing)

(Under Revised Syllabus)

Marks : 75

Time : 3 hours

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

1. Describe the major defects of agricultural marketing in India. Suggest remedial measures for improvement of agricultural marketing. 8+7=15

Or

What is institutional credit? Discuss the types and sources of agricultural credit available for farmers in India. 2+5+8=15

2. What are public-private partnerships (PPP)? Discuss the scope of PPP models in agricultural marketing and also its advantages and disadvantages. 3+6+6=15

Or

Define rural markets. Describe the role and importance of rural marketing in our country. 3+4+8=15

3. Elucidate the reasons of slow progress of cooperative marketing societies. Give suggestions for strengthening of cooperative marketing societies. 7+8=15

Or

(a) Highlight the challenges of communication in rural markets. Under which conditions can a rural communication strategy work? 5+3=8

(b) Narrate how folk media is considered as one of the best tool for rural communication. 7

4. Discuss in detail the ICT initiatives for agricultural marketing in India. 15

Or

(a) What are the risks associated with agricultural commodities? Explain hedging as a price-risk management strategy in agricultural marketing. 4+6=10

(b) Write a short note on 1917iTEAMS an ICT service for farmers in Meghalaya. 5

5. Describe the recent developments in agricultural marketing in India. 15

Or

Discuss the opportunities and strategy in food grain marketing. 8+7=15
