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(October)

COMMERCE

(Honours)

(BC-506)

(Rural and Agricultural Marketing)

Marks : 75

Time : 3 hours

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

1. Explain the changing role of marketing in promoting agriculture in both rural and urban economy.   15

Or

"Market research supplies information for better marketing decision."

In the light of the above statement, explain the nature and scope of agricultural marketing research and how research can benefit farmers in making better marketing decision.   15

2. Define agricultural marketing. Elaborate on the different legislations on marketing of agricultural products in India.   5+10=15

(Turn Over)

Or

What do you mean by regulated market? Mention the functions of regulated market. Why should the government regulate the market and how does a regulation influence agri-business? 3+7+5=15

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

   (a) Word-of-mouth communication

   (b) Community Internet Access in rural areas

   (c) Digital Green

Or

(a) Explain the concept of cooperative marketing in agriculture. State the essential features of cooperative marketing societies. 3+5=8

(b) Discuss the importance of folk media in carrying out rural marketing programmes. 7

4. (a) State the functions of State and Central Warehousing Corporation. 8

   (b) Elaborate on the contribution of ICT connectivity to support farmers in smooth exchange of agricultural information. 7

(Continued)

Or

What are the different channels of distribution for agricultural products? Are intermediaries necessary in agricultural marketing channels or is direct marketing an option? Substantiate your answer with suitable examples. 9+6=15

5. (a) Briefly describe the major agricultural marketing reforms taken place to tackle the problems faced by the Indian farmers on pricing and selling of agricultural produces. 10

   (b) State the challenges of livestock pricing and distribution in India. 5

Or

Write notes on the following : 5×3=15

   (a) Nestle India

   (b) Public-Private Partnership

   (c) E-choupal

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