

Odd Semester, 2020

(Held in March, 2021)

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. (a) State the importance of market reforms in rural economy. 7½
- (b) How do rural cooperatives offer institutional credit? 7½
- Or*
- (a) Explain the changing role of agriculture in modern Indian economy. 8
- (b) Explain the sources of information in market research. 7
2. (a) Describe the role of 'regulated markets' in developing rural economy. 9

- (b) What are the pros and cons of private market yards? 6

Or

- (a) Explain how public-private partnerships contribute towards agricultural innovation. 8
- (b) How does a 'Farmer's Market' help small and marginal farmers? 7

3. (a) "Direct Marketing improves customer relationship." Make your comments on the statement. 10

- (b) Explain Kiosk as information centre. 5

Or

- (a) "Rural promotion and communication are the key to success in FRCG marketing." Explain the statement with reference to HUL. 10
- (b) State two advantages of contract farming. 5

4. (a) Explain the ICT facilities available for marketing of agricultural products. 7½
- (b) How are processing strategies influencing agri-food chains? 7½

Or

- (a) Write a note on AGMARKNET. 5
- (b) Explain the functions and importance of retail channels for agri-produces. 10

5. (a) What distribution channels are applicable in livestock marketing? 9
- (b) Explain the objectives of minimum support price in grain marketing. 6
- Or*
- (a) How has the new tetra packing improved shelf life in dairy marketing? Give examples. 6
- (b) How is Nestle Global delivering impact through 'Farmer Connect'? 4
- (c) With example, explain how grain marketing is different from dairy marketing. 5

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