

M.B.A.(with Credits)-Regular-Semester 2012 Sem IV
Paper-SP-05-MBA243A-Group-A : Rural Marketing

P. Pages : 1

Time : Three Hours



GUG/W/16/5221

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All question carry equal marks.

1. Explain in detail meaning, scope & importance of rural marketing. 14
2. Write detail note on 'Growth of rural markets'. 14
3. Explain the basis of market segmentation of rural market with appropriate example. 14
4. 'Sales force management in rural markets is very difficult task'. Explain your view and How employee can be kept motivated. 14
5. "Rural sales force management is a difficult task". Discuss. 14
6. Write detail note on 'open auction method'. 14
7. Explain in detail significances of Regulated Markets to Agriculturists. 14
8. Explain the role of NAFED in the development of agriculture marketing. 14
9. Do you think agriculture credit policy & crop insurance help to handle panis situation of former suicide? Explain these policies in detail. 14
10. Write detail note on **any two**. 14
 - a) Role of rural markets.
 - b) NCDC
 - c) NIAM
 - d) Multi Attribute Segmentation.
