

1. Answer any eight from the following questions

1×8 = 8

- (a) State any two sources of rural institutional credit.
- (b) State any two problems of rural marketing.
- (c) What is meant by product positioning?
- (d) What is meant by local market in agricultural marketing?
- (e) What is direct mail advertising?
- (f) What is Kisan Credit Card?
- (g) What is secured loan?
- (h) What is rural branding?
- (i) Who are the middlemen in agricultural marketing?
- (j) What is Retention Pricing Scheme?

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2. Answer any eight from the following questions (each within 50 words)

2×8 = 16

- (a) What is green revolution?
- (b) What are the 4As of rural marketing?
- (c) State two determinants of demand for fertilizer.
- (d) State two examples of white goods.
- (e) What is agricultural marketing?
- (f) What is credit?
- (g) What is contract farming?
- (h) What is the 4Rs framework for effective rural advertising?
- (i) What is Minimum Support Price?
- (j) On what basis the Tractor industry is classified? Give an example.

3. Answer any five from the following questions (each within 100 words) 4×5 = 20
- (a) "Rural marketing can be seen as a two-way marketing process". Discuss.
 - (b) Explain the importance of Market Organisation.
 - (c) What are the different factors responsible for disequilibrium between rural and urban markets?
 - (d) What are the challenges faced by the Indian tractor industry?
 - (e) List two characteristics of consumer durables and consumer non-durables.
 - (f) What are the different types of credit?
 - (g) Briefly explain the growing importance of rural market.

4. Answer any two from the following questions (each within 250 words)

8×2 = 16

- (a) Discuss the problems in rural marketing.
- (b) Discuss the broad strategies of rural advertising.
- (c) Explain the role of regulated markets in agricultural marketing.

5. Answer any two from the following questions (each within 400-500 words) $10 \times 2 = 20$
- (a) Discuss the factors that differentiate rural marketing from urban marketing.
 - (b) Discuss the main problems in agricultural marketing and suggest some remedial measures.
 - (c) Elaborate the role of banks in the development of rural areas.