

DSC-156

M.B.A. IVth Semester (FT) Ex. Examination, 2020

Rural Marketing

Paper - FELRM-2

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. How does social and economic environmental factors affect the rural marketing in India ? Explain.
2. Critically examine the buying behaviours of rural consumers. Suggest strategies to attract rural consumers of India.
3. Explain the organisation and function of Agricultural Marketing.
4. What type of Pricing Methods are suitable for rural Markets? Justify.
5. Discuss the problems of Agricultural Marketing in India with reference to electronic Products.