Printed Pages: 01 **Sub Code: MAM403**

Paper Id: 193222 **Roll No.** | | | | | | | | | | |

MAM
(SEM VI) THEORY EXAMINATION 2018-19
RURAL MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

a. Define the term' Rural".
b. What are the different types of rural products?
c. What do you mean by segmentation?
d. What is the concept of product?
e. How neem coated fertilizer is than normal fertilizer?
f. Write two running government projects in rural society of India?
g. What do you mean by value pricing?
h. How do you classify pesticides?
i. What do you mean by participatory approach of rural market?
j. What do you mean by rural financing?

SECTION B

2. Attempt any *three* of the following: **10x3=30**

a. How rural market is different from urban market? Discuss.
b. Briefly explain the behavior of rural consumers.
c. What are the different opportunities and challenges of agricultural marketing in India? Discuss.
d. Describe a marketing strategies adopted by tractor market.
e. Briefly discuss the role of micro-finance companies in rural development?

SECTION C

(Each question of this section carry 10 Marks)

3. Attempt any *one* part of the following:

a. Discuss the role and importance of rural India in Indian economy development.
b. Describe the challenges and strategies of rural communication.

4. Attempt any *one* part of the following:

a. Briefly explain the bases of rural segmentation in India.
b. What is MICA ratings. Discuss.

5. Attempt any *one* part of the following:

a. What are the marketing strategies suggested to a fertilizer marketer? Explain.
b. Describe the various types of distribution channel in rural India.

6. Attempt any *one* part of the following:

a. Explain the different techniques of rural market research.
b. How Bottom-of –Pyramid market is important for marketer? Explain.

7. Attempt any *one* part of the following:

a. Describe the different requisites of good financial system.
b. Discuss the functions and schemes of NABARD.

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