

2017

Time : 3 hours

Full Marks : 70

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

*Answer any **seven** questions.*

1. Illustrate the features of Rural Market. How they are different from Urban Market.
2. What do you mean by Rural Marketing Index ? How does this index help in corporate decision making for marketing to rural area ?
3. Discuss the strategies adopted for marketing Tractors of Rural Market.
4. What all financial support is available for rural market ? Discuss, in brief, the institutional financial support to the rural market.

5. How Co-operative Movement is helping to improve the life of rural mass ?
6. Explain the rural marketing strategies for marketing pesticides.
7. How rural marketing is different from conventional marketing ? Explain citing suitable examples.
8. Explain the rural durables categories citing suitable examples.
9. Identify two manufacturer of your choice and discuss their strategies in context of rural marketing.
10. Identify the factors influencing Rural Marketing and discuss.

