

*Total number of printed pages–3*

**6 SEM TDC RUMT 3 (Sp)**

**2021**

( August/September )

**COMMERCE**

( Speciality )

Course : RUMT–603

**( Rural Marketing )**

*Full Marks : 40*

*Pass Marks : 12*

Time : 2/1½ hours

***The figures in the margin indicate  
full marks for the questions.***

*Answer **any four** questions.*

*(Word limit–**250** words)*

1. Write short notes on **any two** of the following : 5×2=10
  - (a) Impact of Socio-cultural environment

*Contd.*

- (b) Pricing and distribution of agricultural products
  - (c) Rural Pricing Strategy
  - (d) Rural communication system.
2. (a) Explain the nature and significance of 'Rural Marketing'. 10

**OR**

- (b) Is rural marketing different from urban marketing? Give reasons. 10
3. (a) What do you mean by Rural Marketing Environment? Explain its dimensions. 5+5=10

**OR**

- (b) Briefly discuss the role of the Government in marketing of rural agricultural product. 10
4. (a) Explain the impact of economic and socio-cultural environment on rural marketing management. 10

**OR**

- (b) Discuss the challenges faced by rural marketing. 10

5. (a) What is market segmentation ? Explain the prerequisites of effective rural market segmentation. 3+7=10

**OR**

- (b) Discuss the different stages in product planning process for rural marketing. 10

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