

D Y Patil Agriculture & Technical University, Talsande

Year and Program: MBA-ABM 2023-24	School of Agri Business Management	Department of Management
Course Code: MABM001307	Course Title: Agriculture and Rural Marketing	Semester – III
Day and Date: Wednesday 17/01/2024	End Semester Examination (ESE)	Time: 9.20 a.m. -12.20 p.m. Max Marks: 100

- Instructions:** 1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1		Short Answer Type Questions (Attempt any 5)	Marks	Bloom's Level	CO
	a)	Which are the Rural Pricing Methods	6	L1	4
	b)	Distinguish the Characteristics of Urban and Rural Consumes.	6	L2	4
	c)	What are the features of Regulated Market?	6	L1	2
	d)	Explain the 4 A's and 4P's of Rural Marketing.	6	L2	4
	e)	Explain the Importance of Agricultural Marketing in India.	6	L2	1
	f)	Define market integration? Explain the different types of Market Integration?	6	L1	3
Q.2		Long Answer Type Questions (Attempt any 5)			
	a)	Discuss the role of different market functionaries in APMC?	10	L6	3
	b)	Define Agricultural Marketing? Discuss the Classification of Market	10	L6	1
	c)	Define Rural Marketing? Explain the Characteristics and Problems of Rural Market in India.	10	L5	4
	d)	Enlist Agricultural Marketing Institutions in India. Explain the functions of DMI and FCI.	10	L5	2
	e)	Discuss in detail types of Rural Communication Media	10	L6	5
	f)	What are the challenges in Rural Distribution and Explain Strategies to overcome them?	10	L6	5

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Q.3		Case Study / Application Based Question	20	L4	4
		As the marketing manager for a consumer goods company, your current focus is on planning the successful launch of your latest product, specifically tailored to cater to the unique needs and preferences of the rural market.			
	a)	Discuss the key factors you would consider in your marketing strategy for rural areas.			
	b)	Explain how you would effectively reach and engage with the rural consumers.			
