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1 SEM MCOM (CBCS) ARM 421 (N)

2019

(December)

COMMERCE

Paper : 10421

(Optional)

(Agricultural and Rural Marketing)

Full Marks : 60

Time : Three hours

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

Answer the following questions.

1. (a) Elucidate the history of Agricultural Marketing Development and the new role of Agricultural Marketing.

7+8=15

Or

- (b) Explain the distinctive features of Agricultural Marketing and the role of Agro-processing in Agri-business Development.

7+8=15

Contd.

2.

- (a) How is pricing in Rural markets done in the context of pricing objectives of the marketer, linkage of pricing policy with other variables; price determination and pricing policies ?
15

Or

- (b) How would you explain the strategies that may be adopted by companies for Rural Markets for their products and services ? Explain.
15

3.

- (a) Explain the Integrated Agri-supply Chain management and some of the major issues that need to be focused in the public domain.
7+8=15

Or

- (b) What do you understand by CRM and IT in agricultural marketing and which are the activities that should include CRM program for agricultural businesses ?
8+7=15

(a)

Explain the four most important Micro-finance Models prevalent in India and state the different types of micro-finance institutions in India.
8+7=15

Or

- (b) Justify that NABARD is concerned for uplifting the rural sector of India by increasing the credit flow such that agriculture and rural non-farming sectors are elevated.
15

M.Com 1st Semester Examination 2020 (held in June, 2021)

Course Title: Agricultural & Rural Marketing

Course Number:10421

Nature of the Course: DSE

Full Marks: 30

Time: One and Half Hour

Mode of Examination: Online (Open Book Examination)

Instruction to the candidate: Word limit for Q.no. 1 is 150 each and Q. no. 2 is 300

Questions:

1. Answer any 5 from the following questions (a to g):

5x4marks=20 marks

a. State the distinctive features of Agricultural Marketing.

b. What is the scope and forms of Agri Business?

c. What are the strategies that may be adopted by Companies for Rural Markets for their Products and Services?

d. What are Satellite markets?

e. What are the components of an organised agri- supply chain?

f. Which are the four most important Micro Finance models prevalent in India?

g. What is Credit classified on the basis of lender?

2. Highlight the Case Study -Integration of Supply Chain in Karbi Anglong district of Assam
-10 Marks

Paper : 10422

(Sales Management)

Full Marks : 60

Time : Three hours

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

1. (a) What is personal selling ? Outline the objectives and importance of each step in the selling process. Highlight the usefulness of personal selling in selling pharmaceuticals to doctors.

5+5+5=15

Or

2. How would a sales presentation differ in the following personal selling cases ?

5+5+5=15

- (a) Selling a life insurance policy
- (b) Selling office computer
- (c) Presenting a new drug to physician

3. Explain the terms extensive, selective and exclusive distribution. What considerations would you keep in mind in deciding whether to have intensive, selective or exclusive distribution ?

6+9=15

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1 SEM PG (CBCS) ARM/SM 421/422

2021

(held in February/March, 2022)

COMMERCE

Paper : 10421

(Agricultural and Rural Marketing)

Full Marks : 60

Time : Three hours

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

1. (a) Explain the scope and functions of agricultural marketing. 5+7=12

Or

- (b) Assess the role of agri-business co-operatives in marketing agricultural produce in India. 12

2. (a) Examine the role of CRM and IT in agricultural marketing. 12

Contd.

Or

(b) State the importance of logistics management in agricultural and rural marketing. Also, compare and contrast between third and fourth party logistics.

3. (a) With particular reference to segmentation, targeting and positioning, outline the different strategies used for rural marketing in India. 4+8=12

Or

(b) Provide real life examples to demonstrate the different pricing methods, that brands use for rural marketing. 12

4. (a) Summarize the functions of any three financial institutions for agricultural and rural development. 12

Or

(b) Critically examine some of the policies and schemes followed by NABARD for agricultural and rural development. 12

Total number of printed pages-3

1 SEM MCOM (CBCS) A&RM 421

2022

(December)

COMMERCE

Paper : 10421

(Agricultural and Rural Marketing)

Full Marks : 60

Time : Three hours

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

1. (a) Discuss the role of agro-processing industries in the development of agribusiness in India. 15

OR

- (b) Critically evaluate the present scenario of agricultural marketing in India.

Contd.

2. (a) What do you understand by rural marketing mix? Using suitable examples, explain the different components of rural marketing mix.
5+10=15

OR

- (b) Are rural consumers different from urban consumers? If so, how? Also discuss the various positioning strategies marketers adopt in the rural market.
6+9=15
3. (a) What is warehousing? Explain the different types of warehousing along with its importance.
5+10=15

OR

- (b) What is CRM? What information is required for its implementation? Also, state the benefits of successfully implementing CRM in Agricultural Marketing.
3+4+8=15

4. Write short notes on : *(any three)*
5×3=15
- (a) Policies and schemes of NABARD

Number of printed pages-3

1 SEM MCOM (CBCS) ARM 421

2023

(December)

COMMERCE

Paper : 10421

(Agricultural and Rural Marketing)

Full Marks : 60

Time : Three hours

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

1. (a) Discuss about the present Indian scenario of agricultural marketing. 15

OR

- (b) Discuss about the scope of agri-business. Also explain how agro-processing industries are contributing towards the development of agri-business in India. 7+8=15

Contd.

2. (a) Discuss the rural marketing strategies, particularly in the context of segmenting, targeting and positioning. Critically analyse how the marketing strategies enable companies to deliver tailored solution to customers.

9+6=15

OR

- (b) What do you understand by pricing ? Explain the different strategies of pricing in rural markets.

5+10=15

3. (a) What is CRM ? Critically analyse the role of CRM in the development of agricultural marketing.

5+10=15

OR

- (b) What do you understand by supply chain management ? Explain the importance of supply chain management in agri-business.

7+8=15

4. Write short notes on : **(any three)** 5×3=15
- (a) Role of government in rural development

Total number of printed pages-3

1 SEM MCOM (CBCS) ARM 421

2024

(December)

COMMERCE

Paper : 10421

(Agricultural and Rural Marketing)

Full Marks : 60

Time : Three hours

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

1. (a) Critically evaluate the present scenario of agricultural marketing in India. 15

OR

- (b) What do you understand by agro-processing ? Discuss the role of agro-processing industries in the development of the Indian economy.

5+10=15

Contd.

2. (a) What do you understand by rural marketing mix ? Using suitable examples, explain the different components of rural marketing mix.
5+10=15

OR

- (b) How are rural consumers different from urban consumers ? Discuss various marketing strategies, which marketers adopt in rural markets.
5+10=15

3. (a) What do you understand by supply chain management ? Explain in detail, the various elements of agri-logistics and supply chain management.
5+10=15

OR

- (b) Explain the concept of outsourcing in agri-logistics and supply chain management. What is 3PLs (Third-Party Logistics) and 4PLs (Fourth-Party Logistics) in agribusiness ? 5+10=15

4. Write short notes on **any three** of the following :
(a) Policies and schemes of NABARD
5×3=15