

Bachelor of Rural Studies (BRS) (Honours) Examination, 2018

Semester-IV

Rural Studies

Paper-23

(Understanding Rural and Agricultural Marketing)

Time: Three Hours

Full Marks: 40

Questions are of value as indicated in the margin

Group-A

Answer *any five* questions

2×5=10

1. (a) Write some characteristics of 'rural marketing'.
- (b) Define the concept of 'agricultural marketing'.
- (c) Define the concept of 'rural consumer'.
- (d) What do you understand by creating and developing value proposition?
- (e) Why 'Branding' is necessary in rural market?
- (f) What are the strategies for development of rural markets?

Group-B

Answer *any two* questions

5×2=10

2. (a) Describe some factors contributing to change in Rural Market.
- (b) Discuss the consumer's behaviour in rural market.
- (c) Describe the distribution strategies of rural market.
- (d) Describe the functions of agricultural marketing.

Group-C

Answer *any two* questions

10×2=20

3. (a) Discuss the problems of rural marketing in India.
 - (b) Describe in detail the association of agricultural marketing and economic development.
 - (c) Write a detail note on the marketing of agricultural inputs.
 - (d) Explain value delivery system.
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