

RURAL MARKETING AND FINANCE - II

Time : Three Hours]

[Maximum Marks : 100

Note : Attempt *one* question each from Sections A, B, C and D carrying 10 marks each. Section E is compulsory consisting of 10 short answer type questions carrying 4 marks each.

SECTION-A

- I. Discuss the meaning, concept and types of Rural Marketing in Indian economy. 15
- II. Discuss the impact of Rural Market in storage system in India. 15

SECTION-B

- III. Define the meaning, features and problems of Agriculture Food-grain Marketing system in Rural India. 15
- IV. What are the major sources of Marketing of Dairy Products of Rural Marketing ? 15
- V. Discuss the trends and causes of Rise and Fluctuation of Agriculture prices for Rural Development. 15

SECTION-C

- VI. Discuss the role and types of personnel selling for Rural products. 15
- VII. How to define the role and types of Advertisement for the betterment of Rural Marketing ? 15

SECTION-D

- VIII. Discuss the role and functions of Commercial Banks for the development of Rural Marketing in India. 15
- IX. How to define the problem of Rural Indebtedness for Rural Marketing ? 15

SECTION-E

- X. Write short answers :
 - (a) Discuss the concept of Rural Marketing.
 - (b) How to define the Capital Market for Rural Development ?
 - (c) What are the functions of Warehousing for Rural Products ?
 - (d) Discuss the role of Transportation for Rural Marketing.

- (e) What do you mean by Buffer stock for Rural Products ?
 - (f) Discuss the techniques of selling under various Rural Marketing situations.
 - (g) Discuss the Micro Finance for Rural Finances.
 - (h) What are the functions of Rural Co-operatives in Rural Development ?
 - (i) Discuss the problems of the Rural indebtedness in Rural Marketing.
 - (j) Discuss the role of Capital Marketing reforms for Rural Development.
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• 10×4=40