

(For the candidates admitted from 2024-25 onwards)

M.Com. DEGREE EXAMINATION, AUGUST 2025.

Second Semester

RURAL AND AGRICULTURAL MARKETING

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer the following questions.

1. What is Rural Marketing?
2. Define Urban Marketing?
3. What are the Rural Buyer Behaviours?
4. Who is the Rural Consumer?
5. What is Rural Product Strategy?
6. What are the Customer Value Strategies?
7. What is Food Processing?
8. What is Direct Marketing?
9. What is Cooperative Marketing?
10. What is the role of Cooperatives?

PART B — (3 × 5 = 15 marks)

Answer any **THREE** questions.

11. Analyze the impact of demographic factors on rural marketing environment.
12. What are the key aspects of rural buyer behavior?
13. Explain the key product innovation strategies for rural products.
14. Explain the advantages of food processing.
15. What is the structure of Cooperative Marketing Societies?

PART C — (5 × 8 = 40 marks)

Answer ALL questions.

16. (a) Explain the concept and nature of Rural Marketing in detail.

Or

- (b) Explain the key factors to becoming a successful rural marketer.

17. (a) Describe the environmental factors affecting rural consumers.

Or

- (b) Mention the Rural consumer decision making process.

18. (a) Briefly explain the role of agricultural price commission in India.

Or

- (b) Explain the Determination of Minimum Support Price.

19. (a) Explain the processing of agricultural commodities like wheat, paddy, pulses, and oilseeds.

Or

- (b) Discuss the Market Communication Challenge in Rural Markets.

20. (a) Describe the types of Cooperative Marketing Societies.

Or

- (b) Explain the role of cooperatives.
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