

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER-IX-EXAMINATION-WINTER-2024

Subject Code: 2597112

Date: 25/11/2024

Subject Name: Rural and Agricultural Marketing

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Define Rural Marketing. Explain potential of Rural Marketing. **07**
(b) Write main components of MIS in detail. **07**
- Q.2** (a) Elaborate current scenario of Rural sector in India with futuristic view. **07**
(b) Write a detail note on APMC. **07**
- OR**
- (b) “The Soul of India Lives in Its Villages.” – Mahatma Gandhi. Justify the statement with divide of Rural and Urban. **07**
- Q.3** (a) Explain consumer behavior process in detail. **07**
(b) How Service Marketing works in Rural Area. **07**
- OR**
- Q.3** (a) Define Agricultural Marketing in detail with importance of it. **07**
(b) How does government is playing role in a development of Agricultural Marketing. **07**
- Q.4** (a) Write a short note on Rural Market Retailers. **07**
(b) Write detail note on ‘Haats’ with types of traders dealing in ‘Haats’. **07**
- OR**
- Q.4** (a) “Agricultural Market play significant role in development of the country, yet people are facing problems to develop the sector.” Define the statement. **07**
(b) Explain Classifications of Rural Market. **07**
- Q.5** (a) Write a detail note on contact framing. **07**
(b) Elaborate food processing development of India. **07**
- OR**
- Q.5** (a) Elaborate stages involved in diffusion process. **07**
(b) Write a short note on Agricultural credit. **07**
