

QP CODE

Enrollment Number:

C2046

Name:

M.COM DEGREE EXAMINATIONS, JULY 2025

Third Semester

M.Com

**M21CM11DE – Agricultural and Rural Marketing
(2023 July admissions)**

Time: 3 Hours

Max Marks: 70

Section A

Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.

1. Define media planning.
2. What are the objectives of Agricultural marketing?
3. What is agribusiness?
4. What do you mean by media planning in rural marketing?
5. What is the role of privatization in agriculture sector?
6. What are the limitations of rural marketing?
7. Mention any two components of rural marketing mix.
8. Differentiate between rural and urban marketing.

(2X5=10)

Section B

Answer any six of the following questions in a paragraph each. Each question carries 5 marks.

9. Explain the innovations that can be used in rural marketing.
10. What is the relevance of E-Commerce in rural marketing?
11. Describe the role of a government agency in the development of the agriculture sector.
12. List the main components of agribusiness.
13. Mention the major challenges faced by the agricultural sector in India.
14. Describe the significance of agricultural marketing in India.
15. Which are the different pricing strategies used in rural marketing?
16. Discuss the emerging trends in agricultural marketing.

17. What are the key problems faced in agricultural marketing in India?
18. How has globalisation impacted Indian agricultural exports?

(5X6=30)

Section C

Answer any two of the following questions in four pages each. Each question carries 15 marks.

19. Explain the significance of Agriculture sector in the Indian Economy.
20. Assess the impact of economic reforms on Indian agribusiness. How has LPG helped evolve new divisions and trends in the sector?
21. What are the challenges in planning distribution channels in rural markets? How can companies ensure effective product reach?
22. Discuss the steps involved in effective media planning for rural markets.

(15X2=30)