

QP CODE

H2098

Enrollment Number:

Name:

M.COM DEGREE EXAMINATIONS, MARCH 2026

Third Semester

M.Com

M21CM11DE – Agriculture and Rural Marketing

(2024 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 agriculture sector.
2. What is agribusiness?
3. What is liberalization?
4. Mention one objective of the Public Distribution System (PDS).
5. Define rural marketing?
6. State one difference between rural and urban consumers.
7. What is media planning?
8. What is meant by e-marketing?

(2X5=10)

Section B

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

9. Explain the main features of the agricultural sector in India.
10. Discuss the issues of the agricultural sector in India.
11. Explain the impact of globalization on agribusiness.
12. Describe the role of agricultural price policies.
13. Explain the characteristics of rural consumers.
14. Discuss the scope of rural marketing.

15. Explain the buying decision process of rural consumers.
16. Explain the importance of promotion in rural markets.
17. Discuss the role of e-commerce in rural marketing.
18. Explain the concept of Digitalized Village.

(5X6=30)

Section C

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

19. Explain the structure of the agricultural sector in India and its linkages with agribusiness.
20. Discuss the influence of Liberalization, Privatization and Globalization (LPG) on Indian agriculture.
21. Explain rural marketing in detail, highlighting its features, significance, and limitations.
22. Describe promotion and distribution strategies in rural marketing with suitable examples.

(15X2=30)