

APRIL 2024

66478/413E2C

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. Which marketing function adds possession utility to a product?
2. What do you mean by taxonomy of rural market?
3. What is buyer behaviour?
4. What do you mean by STP approach?
5. Expand the term MSP.
6. Which utility is created when you store milk?
7. What are cold chains?
8. What is ITC e-choupal?
9. Mention the minimum and maximum number of members for co-operatives.
10. What do you mean by co-operative farming system?

11. What is urban market?
  12. What do you mean by organised rural retailing?
- PART B — (5 × 5 = 25 marks)
- Answer any FIVE questions.
13. Analyse the concept of rural marketing.
  14. How do you adopt innovation in emerging rural market segments?
  15. What do you know about rural product strategy?
  16. How do rural markets face challenges in market communication?
  17. Narrate the role of Tamil Nadu State Agricultural Marketing Board.
  18. How do you determine minimum support price?
  19. Draft the infrastructure of food processing industry in India.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. How do you become a successful rural marketer?
21. Describe the characteristics of a rural buyer.

22. Explain the role of Agricultural Price Commission in India.
  23. Analyse the promotion mix involved in rural marketing.
  24. Classify co-operative marketing societies.
  25. Discuss about rural supply chain management.
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