

Roll No. ....

**Y – 2852**

**B.B.A. (Sixth Semester) EXAMINATION,**

**May/June-2021**

Paper – 605

**RURAL AND AGRICULTURAL MARKETING**

*Time : Three Hours*

*Maximum Marks : 40*

*Minimum Pass Marks : 16*

**Note**—Attempt *all* questions. All questions carry equal marks.

**Unit-I**

1. What are various demand dimensions of rural consumers ? Discuss segmentation bases of rural market. 8

**Unit-II**

2. Discuss the nature and scope of agricultural marketing. Also, discuss the classification of agricultural products and their differences with manufactured goods. 8

**Unit-III**

3. Discuss the channels of distribution of agricultural consumer goods and agricultural raw material. 8

**Unit-IV**

4. What is meant by the organization of regulated market ? Discuss the future of regulated market in India. 8

**Unit-V**

5. How are farm products packed ? Discuss the importance of packaging material for farm products. 8

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