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Reg. No.....

Name.....

M.B.A. DEGREE EXAMINATION, JANUARY 2026

Third Semester

AGRI BUSINESS AND RURAL MARKETING

(2016 Admissions–Second Mercy Chance and 2015 Final Mercy Chance)

Time : Three Hours

Maximum : 60 Marks

*Answer **all** questions.*

Each question carries 12 marks.

1. Discuss the features of market of Agricultural commodities.

Or

Give an Overview of Indian Agro-chemical market.

2. Explain any 5 Rural development programmes in India.

Or

What are the basic characteristics of location of markets in Rural areas ? How can it be improved ?

3. Why is rural promotional strategy important? What are the different types of promotional strategy ?

Or

Discuss the significance of rural communication. What are the different modes adopted for rural communication ?

4. Discuss the role of Government in rural marketing.

Or

What type of Market research can enhance rural marketing ?

5. Pick up a product suitable to rural market and choose the promotional mix elements relevant to the product and explain.

Or

Discuss the future of Rural marketing in India.

(5 × 12 = 60)

