

DU-361

M.B.A. (F.T.) IVth Semester (N/X) Examination, 2021

Rural Marketing

Paper - FELRM-2

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. Explain the potential of rural market in India.
2. What are the environmental factors affecting rural marketing.
3. Explain median planning with suitable example.
4. What are the skills required for personal selling in rural market in India.
5. Explain various classification of Agricultural Products.

