



MCOM313

III Semester M.Com. Degree Examination, February / March - 2026

(CBCS Scheme)

COMMERCE

Rural and Agri Marketing

Paper - 3.5HM

Time : 3 Hours

Maximum Marks : 70

SECTION - A

I. Answer any Seven questions out of Ten. Each question carries 2 marks.

(7×2=14)

1. a) What is Rural Marketing?
- b) What are the Four A's of Rural marketing in India?
- c) State any Four Rural reforms in India.
- d) Who is a Rural Consumer?
- e) What is Rural Market Segmentation?
- f) What are Mandis?
- g) State the factors affecting channel distribution.
- h) What is Agricultural Marketing?
- i) What are the different type of agriculture inputs?
- j) What is Grading?

SECTION - B

II. Answer any Four questions out of Six. Each question carries 5 marks.

(4×5=20)

2. How do rural reforms help in improving the Socio-Economic condition of rural areas?

[P.T.O.]



3. What are the different bases for segmenting rural consumer markets?
4. What are the different pricing strategies adopted in rural markets?
5. State the different types of market intermediaries and their importance in rural markets.
6. What are the marketing strategies for Agricultural inputs?
7. Briefly explain about State Trading Corporation (STC).

SECTION - C

III. Answer any Two questions out of Four. Each question carries 12 marks.

(2×12=24)

8. Explain the promotional mix for rural consumers.
9. Explain the factors affecting rural consumer behaviour.
10. Briefly explain the concept of Agricultural marketing. State its importance in process of development.
11. Rural market is a gold mine laid with thorns - Comment.

SECTION - D

IV. Skill Based Questions (Compulsory).

(1×12=12)

12. A Fast-Moving Consumer Goods (FMCG) company plans to introduce a low-cost packaged food product in rural India. The product is nutritious, affordable, and designed for daily consumption. The company aims to increase penetration in villages, create product awareness among low-income households, and establish a strong rural distribution network. However, it faces challenges such as price sensitivity, low brand awareness, and limited retail infrastructure.

Questions:

- a) What challenges is the company likely to face while marketing packaged food products in rural areas?
 - b) Suggest suitable Four P's strategies to overcome these challenges.
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