

**W-2965**

**B.B.A. (Sixth Semester) Examination, June-2020**

**RURAL AND AGRICULTURAL MARKETING**

**Paper - M-605**

*Time : Three Hours*

*Maximum Marks : 40*

*Minimum Pass Marks : 16*

**Note :** Attempt **all** questions.

- Q.1. What are the features of Indian rural market, Explain and evaluate its image. 8
- Q.2. What do you mean by agricultural marketing. Describe its nature and scope. 8
- Q.3. Explain the features of structured modern organised market for rural and agricultural product. 8
- Q.4. What are the advantages and disadvantages of regulated market for rural India? 8
- Q.5. Distinguish between packing and packaging. Explain its importance in rural and agricultural market. 8

