

**MA RURAL DEVELOPMENT  
FOURTH SEMESTER  
RURAL MARKETING & INFRASTRUCTURE  
MRD – 403B**



**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

**(Objective)**

Time: 30 mins.

Marks: 20

1 × 20 = 20

*Choose the correct answer from the following:*

- Which of the following is not an agricultural input?
  - Seed
  - Tractor
  - Pesticides
  - None of the above
- Which of the following is the quality certification mark for agricultural produce?
  - BIS
  - AGMARK
  - ISI
  - ISO 20000
- Rural markets are
  - Concentrated
  - Scattered
  - Homogeneous
  - None of the above
- Demand is affected by \_\_\_\_\_.
  - Weather conditions.
  - The stability of the product
  - The price of the product
  - The state of technology
- Food Corporation of India was setup in the year-
  - 1965
  - 1964
  - 1970
  - 1962
- Who introduced plantation crops in India?
  - The British
  - The Chinese
  - The French
  - The Portuguese
- In a cooperative marketing society, the control of the organization is in the hands of
  - The farmers
  - Government
  - Individual
  - None of the above
- Which of the following statements are associated with cooperative farming?
  - Lands of all the members (farmers) are pooled and cultivated.
  - The members lose ownership rights of their lands.
  - A major portion of the yield is shared among farmers in proportion to their size of lands.
  - Management of all the activities is under the control of the government.
  - A & C only
  - B, D & C only
  - B & D only
  - A, B & C only
- Marketable surplus may be expressed as
  - MS=P-C
  - MS=C-P
  - MS=P/C
  - None of the above

0. Agricultural produce marketing is a link between
  - a. Farmers
  - b. The farm and non-farm sectors
  - c. Farmers and intermediaries
  - d. Intermediaries and consumers
1. All the following have positive relationship with marketable surplus except
  - a. Size of the family
  - b. Quantity of Production
  - c. Size of holding
  - d. a and b
2. Which of the following factors influence the prices of agricultural commodities?
  - a. Inadequate storage facility
  - b. Uncertainty of supply
  - c. Superfluous middlemen
  - d. All of the above
3. Under the agricultural marketing system, the input sub-system includes:
  - a. Input manufacturers and distributors, related
  - b. Importers
  - c. Exporters
  - d. All of the above
4. The channel of marketing in which a municipality builds a market and rents it out is called \_\_\_\_\_.
  - a. Fresh produce markets
  - b. A stock market
  - c. Farm gate sales
  - d. Internet marketing
5. Consider the following statements about the characteristics of agricultural products:
  - a. Products are perishable in nature
  - b. Small size land holdings
  - c. Products are seasonal
  - d. Regular supply of agricultural products
6. Overall efficiency in rural marketing is required to pass on benefits to
  - a. Retailers
  - b. Wholesalers
  - c. Consumers
  - d. Marketers
7. NABARD was set up by an act of Parliament in 1982
  - a. To facilitate credit for agriculture only
  - b. To promote rural development and infrastructure
  - c. Both a & b
  - d. None of the above
18. Rural marketing means:
  - a. Movement of goods from urban to rural
  - b. Movement of goods from rural to urban
  - c. Exchange between rural and urban
  - d. Exchange between rural areas
19. The following service area has great potential in rural markets:
  - a. Agricultural consultancy
  - b. Event managements
  - c. Telecom services
  - d. All of the above
20. The biggest challenge in reaching rural markets is
  - a. Physical distribution of products
  - b. Educating the rural consumers
  - c. Pricing products for rural consumers
  - d. Hesitation of rural consumers to accept new products

**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

1. Define market. Write down the significance of rural markets. Discuss the evolution of rural markets. 2+3+5=10
  
2. An efficient management of the food economy with a view to ensuring an equitable distribution of grains of food grains at reasonable prices to the vulnerable sections of society is essential in the present socio-economic environment of the country. Explain the role of FCI (Food Corporation of India) in this context. 10
  
3. Define cooperative farming. Explain how cooperative farming is helping the farmers in earning their share of profit. 3+7=10
  
4. What are the functions of rural marketing? Explain them. Market information ensures smooth and efficient operation of the marketing system. explain how? 2+3+5=10
  
5. Define producer's surplus. What are the two types of producer's surplus? Explain them. Discuss the factors affecting the marketable surplus. 1+1+3+5=10
  
6. Name the factors affecting the demand and supply for farm products. Discuss in detail. 3+7=10
  
7. What are the different Government interventions in rural marketing? Discuss their role in rural marketing. 5+5=10
  
8. Discuss the problems of Rural Marketing. Explain the factors contributing to the change in the rural market. 5+5=10

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