

**2021**

**RURAL MARKETING AND INTERNATIONAL MARKETING — HONOURS**

**Paper : DSE-6.2M**

**Full Marks : 80**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Module – I**

**(Rural Marketing)**

Answer *any four* questions.

10×4

1. What is the importance of Rural Marketing in India?
2. Discuss the characteristics of Rural Consumer.
3. State Product Planning for Rural Market.
4. Discuss Distribution Channels and Logistics in Rural Market.
5. What are the problems of Agricultural Marketing in India?
6. Distinguish between Rural Marketing and Urban Marketing.
7. State Pricing Strategies for Rural Market.
8. Discuss role of Government for marketing of Agricultural Products.

**Module – II**

**(International Marketing)**

Answer *any four* questions.

10×4

9. State the scope of International Marketing.
10. Discuss Packaging and Labelling in International Marketing.
11. State the factors influencing International Price.
12. State the Selections and Management of Foreign Sales Agent.

**Please Turn Over**

***R(6th Sm.)-Rural Marketing etc.-H/DSE-6.2M/CBCS*** ( 2 )

- 13.** Briefly discuss Present EXIM Policy.
  - 14.** Write short note on Export Processing Zone (EPZ).
  - 15.** State Distribution Channels in International Marketing.
  - 16.** Briefly discuss International Marketing Environment.
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