

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Course: B.Voc Program: Agriculture**  
**Subject: Marketing Management, Code: AGR -906**  
**Semester VI**

**Time: 03 Hours****Max Marks: 70****Instructions to the Students:**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1.	a What is marketing?	(2)
	b What are the various types of marketing?	(2)
	c What does consumer mean?	(2)
	d What is a marketing organisation?	(2)
	e What is a product?	(2)
	f Give two benefits of marketing in agribusiness.	(2)
	g What do you mean by sales forecast?	(2)
	h What is the difference between urban and rural?	(2)
	i What is cyber marketing?	(2)
	j What is advertising?	(2)
	<b>SECTION –B (LONG ANSWER TYPE QUESTIONS)</b>	
2.	How does marketing impact the Indian Economy?	(10)
3.	What are the features and types of marketing?	(10)

4. Write a note on pricing and its important factors. (10)
5. What are the determinants of Product sales? (10)
6. Write a note on the relation between marketing, advertising and sales. (10)
7. Explain in detail the approaches of Sales Forecasting and its importance. (10)
8. What is rural marketing and its impact on agribusiness? (10)
9. What is the role of the Government in marketing in developing economies? (10)

===END OF PAPER===