



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956 (Now MoE)

Re-accredited with 'A++' Grade by NAAC, CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II - April 2025

SEMESTER IV/VI

Class : II UG / III UG

Major : BBA (RM)

Time: 2 Hours

Maximum Marks: 60

23BREDE2C / 21BREC28 – Rural and Agro Retailing

Course Outcomes:

CO1: Provide knowledge on rural and agriculture marketing and challenges

CO2: Enumerate retail strategies in marketing of rural and agro products

CO3: Acquaint with various functional areas of agricultural business

CO4: Analyze the customer responses about the new product of Agro

CO5: Sensitize on forecasting and retail planning in rural market.

Part-A

6x1=6

Choose the Correct Answer

1. The variety of products that is offered in agricultural product range is denoted as
a) Customization c) Branding b) Marketing mix d) Assortment CO3K1
2. Mention the distribution system utilized to reach a wider audience CO3K2
a) Online platforms c) Direct sales
b) Retail networks d) Product mix strategy
3. Encouraging the formation of FPOs enhances collective bargaining power and access to Markets, FPO denotes. CO4K2
a) Farm Producer Organizations c) Farmer Planning Organizations
b) Farm Planning Organizations d) Farmer Producer Organizations
4. An online platform that integrates agricultural markets across the country, providing farmers with access to a wider market and better prices is CO4K2
a) National Agricultural Market (eNAM)
b) Agricultural Marketing Infrastructure (AMI) Scheme
c) Market Intervention Scheme (MIS)
d) Pradhan Mantri Kisan Sampada Yojana (PMKSY)
5. Mention the process through which information, ideas, and knowledge are exchanged within rural communities. CO5K2
a) Rural communication c) Agricultural marketing
b) Formal communication channels d) Formal communication channels
6. Identify the system that allow rural populations to access information on demand through voice Calls. CO5K2
a) Interactive Visual Response c) Internet and Voice Response
b) Media vehicles d) Interactive Voice Response

Part-B

3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

- 7.a) Mention the Key competitive factors in Agricultural Input Marketing CO3K2
(Or)
b) Discuss the effective ways to manage the assortment, pricing, distribution, and retail choice of agricultural products, to meet the diverse needs of farmers and build a strong presence in the market CO3K2
8. a) Explain the Role of Government in ensuring efficient and fair agricultural marketing system. CO4K1
(Or)
b) Agricultural produce pricing is a complex issue, influenced by a multitude of factors. Justify. CO4K2
9. a) Explain the strategies to overcome the challenges to enhance the effectiveness of communication in rural areas. CO5K2
(Or)
b) Explain the factors that determine the effectiveness of media in rural communication CO5K2

Part-C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a) Mention the strategies considered for effectively marketing consumables, fertilizers, pesticides and agricultural equipment's. CO3K2
(Or)
b) Explain the marketing mix decisions for assortment, pricing, distribution, and retail choice that apply for the agricultural products categories of consumables, fertilizers, pesticides and equipment CO3K2
- 11.a) Explain the factors influencing the agricultural products movement from farm to Consumers. CO4K2
(Or)
b) Discuss the challenges that hinders the efficiency and effectiveness of Agricultural marketing. CO4K2
- 12.a) Explain the process models of rural communication. CO5K2
(Or)
b) Explain the Various media vehicles used in rural communication. CO5K2