



WEST BENGAL STATE UNIVERSITY
B.Sc. Honours 4th Semester Examination, 2020

ARDACOR09T-AGRICULTURE AND RURAL DEVELOPMENT (CC9)

RURAL MARKETING AND FARM BUSINESS MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 40

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Who is a consumer?
 - (b) What is farm management?
 - (c) Why is packaging important in rural marketing?
 - (d) What is meant by depreciation?
 - (e) What are the components of a rural market?
 - (f) What is meant by an income statement?
 - (g) Give four examples of branded food items available in the rural areas.
 - (h) What is meant by farm business?

2. Answer any **four** questions from the following: 5×4 = 20
 - (a) Explain briefly how goods are promoted in a rural market.
 - (b) Explain the best practices of packaging of a product.
 - (c) Explain farm size-productivity relationship in the context of India.
 - (d) Discuss the methods of computing depreciations.
 - (e) Mention the principles of farm management.
 - (f) Briefly discuss farm budgeting principles.
 - (g) Why is rural marketing management essential?

3. Answer any **one** question from the following: 10×1 = 10
 - (a) What is rural marketing? Discuss the characteristics of rural marketing in India. 3+7
 - (b) Analyze the nature and importance of India's farm economy. 10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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