



**WEST BENGAL STATE UNIVERSITY**  
B.Sc. Honours 4th Semester Examination, 2022

**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.*

1. Answer any **six** questions out of the following: 5×6 = 30
- (a) Describe the role of the Hat in the rural economy.
  - (b) Explain briefly the role of packaging in the rural marketing. Give suitable examples.
  - (c) Classify rural markets.
  - (d) Explain the factors that make rural marketing different from urban marketing.
  - (e) What are the basic objectives of farm management?
  - (f) Explain briefly the interrelationship between the size of the landholding and its productivity.
  - (g) What do you mean by farm productivity?
  - (h) What are two main components of a cost-benefit analysis?
  - (i) Distinguish between net farm income and gross farm income.
2. Answer any **one** question out of the following: 10×1 = 10
- (a) Discuss in detail the factors influencing rural consumer behavior. 10
  - (b) Critically examine the nature, scope and challenges of Farm management in India. 3+3+4=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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