



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

CMC 3221

RURAL MARKETING

Marks: 60

Duration: 2 Hrs

Answer any FOUR from the following: (4 X 15 = 60)

1. Enumerate the factors contributing to the growth of rural marketing.
2. Discuss about the product and pricing strategies adopted for rural markets.
3. Explain the role of NABARD in rural development.
4. Elaborate self-help group with its merits and demerits.
5. Examine handloom and handicraft industries explaining its types.
6. What is sericulture? And explain with its objectives.