



WEST BENGAL STATE UNIVERSITY
B.Com. Honours 6th Semester Examination, 2025

FACADSE10T-B.Com. (DSE3/4)

RURAL MARKETING AND INTERNATIONAL MARKETING

Time Allotted: 2 Hours

Full Marks: 50

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.

GROUP-A

Answer any five questions:

2×5 = 10

1. Define International marketing.
2. Define Countertrade.
3. What do you mean by dumping?
4. What is urban marketing?
5. Briefly define agricultural products.
6. What is co-operative marketing?
7. What do you understand by export incentives?
8. Mention two problems of Rural Marketing.

GROUP-B

Answer any four questions

5×4 = 20

9. Discuss the scope of Rural Marketing.
10. Distinguish between Rural and Urban marketing.
11. Write a short note on "Agro-chemicals and their markets".
12. Distinguish between domestic and international marketing.
13. Write a short note on "Standardisation and Adaptation".
14. Write a short note on "Transfer Pricing".

GROUP-C

Answer any two questions

10×2 = 20

15. Explain the various distribution channels available in International markets.
16. Briefly discuss the role of Government in marketing rural agricultural products.
17. Discuss the Current Trends in Rural Markets in India.
18. Write short notes on:
 - (a) Bill of Lading
 - (b) Letter of Credit.

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