

Q.1 Explain the credit co-operative structure along with two examples of primary level agricultural co-operative societies. [15]

OR

Explain briefly the various qualities required by co-operative leader. [15]

Q.2 Explain the provisions of Right to Information Act, 2005. [15]

OR

Describe the effect of Modernisation, Privatisation and Globalisation on co-operatives. [15]

Q.3 What is consumer behaviour ? Explain the buyer characteristics that effect the buying decision. [15]

OR

Explain in brief Targeting and positioning. [15]

Q.4 Write Short note on:

a) Traits of salesman in rural marketing [8]

b) E-Choupal [7]

OR

b) Write short notes on :

a) What is grading ? Explain various types of grading. [8]

b) Describe the impact of globalisation on Indian Market. [7]

* * * *