

Time: 2 Hours

Marks: 60

Note:

1. All questions are compulsory.
2. Figure to right indicate full marks.

Q.1.

- a. Examine the 4 Ps of the Rural Marketing Mix. (8)
- b. Define the term co-operation and explain the principles for co-operation. (7)

OR

- c. What are the powers and duties of Managing Committee of Co-operatives? (8)
- d. Describe the innovative marketing techniques in agricultural marketing. (7)

Q.2.

- a. What is the role of NABARD in Co-operative movement? (8)
- b. Explain the structure of Consumer Protection Councils and Dispute Redressal Agencies. (7)

OR

- c. Distinguish between: rural markets and urban markets. (8)
- d. Explain the importance of agricultural marketing in India. (7)

Q.3.

- a. Explain the following provisions of Maharashtra State Co-operative Societies Act, 1960. (8)
 - i. Registration of a co-operative society
 - ii. Bye Laws
 - iii. Property and fund
 - iv. Management of society
 - vi. Liquidation.
- b. What is positioning? What are the tasks involved in positioning? (7)

OR

- c. Define Regulated Markets? State the features of regulated markets. (8)
- d. Explain the role of cooperatives in economic and social development. (7)

Q.4. Write short notes on any three. (15)

- a. Co-operative movement in Pre-Independence Period.
- b. Rural consumer profile.