

Time : 2 1/2 Hrs.

Marks : 75

**Instructions :** 1. All questions are compulsory, subject to internal choice.  
2. Figures to the right indicate full marks.

- Q1. Answer the followings (Any Two) (15)**
- A. Explain the concept of co-operation and explain the types of co-operatives?
  - B. Justify the need and problems of leadership in co-operatives.
  - C. Explain the role of co-operatives in economic and social development.
- Q2. Answer the followings (Any Two) (15)**
- A. Explain the concept of Right to Information Act, 2005 and explain the following provisions of RTI Act.
    - i. Information exclusion
    - ii. Political parties
  - B. Explain the following salient features of Consumer Protection Act, 1986.
    - i. Consumer Protection Council
    - ii. Consumer Dispute Redressal Agencies
  - C. Discuss the challenges before co-operatives in India.
- Q3. Answer the followings (Any Two) (15)**
- A. Explain the 4 Ps of the Rural Marketing mix.
  - B. Define Market Segmentation? Explain the geographic and demographic market segmentation
  - C. Explain the concept of targeting.
- Q4. Answer the followings (Any Two) (15)**
- A. Explain the defects in agricultural produce marketing.
  - B. Define Regulated Markets. And explain the features of regulated markets.
  - C. Which innovative malarketing techniques are applied in agricultural marketing ?
- Q5. Write short notes(Any Three) (15)**
- A. Role of RBI in Co-operative Movement.
  - B. Rights of consumer.
  - C. Profile of rural consumer.
  - D. e-choupals.
  - E. Grading .