

Total No. of Questions : 4]

SEAT No. :

P1795

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[Total No. of Pages : 4

T.Y.B.Com.

**335D : CO-OPERATION AND RURAL DEVELOPMENT-II
(CBCS) (2019 Pattern) (Semester - V) (Special Paper - II)**

Time : 2½ Hour]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the blanks (any five):

[5]

- i) S.C.B. Stands for _____.
 - a) State Co-operative board
 - b) State credit Banks
 - c) Social Co-Operative board
 - d) Society for Co-operative Business
- ii) NAFED was founded in _____.
 - a) 1958
 - b) 1968
 - c) 1908
 - d) 1918
- iii) D.C.C.W.S. stands for
 - a) District Co-operative stores
 - b) District Consumer co-operative Wholesale stores
 - c) District Consumer Credit Workers
 - d) District Consumer Credit Wholesale.
- iv) The first dairy co-operative society was in 1913 at _____.
 - a) Anand, Gujrat
 - b) Allahabad U.P.
 - c) Aurangabad-Maharashtra
 - d) Ahemdabad, Gujrat

P.T.O.

- v) Consumer Co-Operative are established for _____.
- a) Welfare of society b) welfare of consumers
c) Welfare of Government d) Welfare of consumers.
- vi) The first co-operative sugar factory was formed in _____.
- a) Pune-Maharashtra b) Pravaranagar-Maharashtra
c) Nagpur-Maharashtra d) Nasik-Maharashtra.

B) Match the following pairs: [5]

- | A | B |
|---|-------------------------------------|
| i) E marketing | a) Consumer Co-op society. |
| ii) State co-operative marketing federation | b) Strategy for price |
| iii) Welfare of consumers | c) Control on primary co-op society |
| iv) District level society | d) Marketing with new technology |
| v) Pricing policy | e) Apex body of state |

Q2) Write short notes (Any 2) [10]

- a) Recent trends in Co-operative marketing.
b) Progress of primary co-operative society
c) Development of consumer societies.
d) Problems of sugar co-operative society.

Q3) a) State the various elements of marketing. [8]

b) State the features of co-operative marketing. [7]

Q4) a) State the functions of national co-operative consumer federation. [8]

b) State the problems of dairy co-operative societies. [7]



ब) खालील जोड्या जूळवा.

[5]

‘अ’

‘ब’

i) ई-विपणन

अ) ग्राहक सहकारी सोसायटी

ii) राज्य सहकारी विपणन महासंघ

ब) किमतीची भूहरचना

iii) ग्राहकांचे कल्याण

क) प्राथमिक सहकारी सोसायटीवर नियंत्रण

iv) जिल्हा स्तरीय सोसायटी

ड) नविन तंत्रज्ञानानुसार विपणन

v) किमतीविषयी धोरण

इ) राज्यातील सर्वोच्च सहकारी संस्था

प्र.2) थोडक्यात टिपा लिहा. (कोणताही दोन)

[10]

अ) सहकारी विपणनातील अलीकडील प्रवाह

ब) प्राथमिक सहकारी संस्थांची प्रगती

क) ग्राहक सहकारी संस्थांचा विकास

ड) साखर सहकारी संस्थांचे दोष/समस्या

प्र.3) अ) विपणनाचे विविध घटक सांगा.

[8]

ब) सहकारी विपणनाची वैशिष्ट्ये सांगा.

[7]

प्र.4) अ) राष्ट्रीय सहकारी ग्राहक संघाची कार्ये सांगा.

[8]

ब) दूध सहकारी संस्थांच्या समस्या सांगा.

[7]

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