



PG – 933

III Semester M.B.A. Degree Examination, February 2017

(CBCS)

MANAGEMENT

Paper – 3.4.3 : Rural and Agricultural Markets

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. (5×5=25)

1. Explain the role of agriculture in Indian Rural Economy.
2. Define rural marketing and how rural market is different from urban market ?
3. What is meant by Consumer Behaviour ? Analyse the rural consumer buying behaviour for durable goods.
4. What are the challenges for conducting rural research ?
5. Elucidate the 4 As model of marketing mix and discuss its relevance for rural marketing.
6. What are the channels of distribution for agricultural product ?
7. How does internet play a pivotal role in the development of rural market in India ?

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. (3×10=30)

8. Discuss the success story of Amul and why other co-operatives could not achieve similar achievements.
9. Explain the challenges of pre and post harvest of farm products to farmers and how contract farming and insurance helps the farmer.

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10. Discuss the role of NGOs, A PEDDA and Government in promoting agriculture products at domestic and international market.
11. Outline the different marketing strategies for promotion and development of organic fertiliser companies.

SECTION – C

Compulsory Question :**(1×15=15)****12. Case Study :**

Rural India is gaining importance as it accounts for 56 percent of Total Income and 64 percent of total spending in India. Today more than 50 percent of FMCG and durables, 100 percent agricultural inputs and 40 percent of two-wheeler sales comes from rural India.

Nearly 70 percent of the country's population lives in rural India as per the census of India 2011. There is a huge diversity in India in terms of religions, ethnic groups, languages and dialects. In spite of all these, there is a huge potential vested in the rural as a result of which marketers are going rural.

Major source of income for farmer in India is by agriculture. In case agriculture activities are going on smooth then there is a rural market or else the demand from this market for all category of goods will fall down. Since long time, Indian farmers have been facing number of socio-economic problems, such as inability to repay debts following crop loss. The cost of chemical farming using fertilizer, insecticide etc. has gone up substantially. The new way for farmers is to go back to organic farming. Government and NGOs need to promote organic farming.

Questions :

- a) Despite the heterogenous nature of rural markets, why are marketers focusing on rural markets ?
- b) In case you are the marketing manager of chemical farming company, what strategy would you adopt ?
- c) What steps NGOs and Government should take to promote organic farming cultivation and marketing ?



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III Semester M.B.A. Degree Examination, February 2016
(CBCS) (2014-15 & Onwards)
MANAGEMENT
Paper – 3.4.3 : Rural and Agricultural Markets

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks.

(5×5 = 25)

1. Explain, why rural marketing is a two way process ?
2. What are the important bases for segmenting rural market for tractors ?
3. Explain the unique characteristics of Indian rural consumers.
4. What are the challenges in agricultural marketing in India ?
5. What are the channels used for agro products marketing and distribution ?
6. Explain the role of supply chain management in rural marketing .
7. Explain various forms of agro products processing.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks.

(3×10 = 30)

8. Explain with example, how rural development and rural marketing success are related ?
9. Discuss the case of ITC's E-Choupal and HUL's Shakti as innovative strategies for rural marketing.
10. Explain the role of APMC and Agricultural Co-operative Societies in marketing agricultural products.
11. Explain the steps involved in post harvest management of agro-products. Explain with an example.

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SECTION – C

(Compulsory Case Study)**15**

12. Assume that, you wanted to start an agro based food processing unit which uses fruits and vegetables for processing and producing variety of products. The raw materials need to be procured from the farmers and processed products are to be sold in different state level markets.

Develop a detailed business plan for processing and also highlight the in-bond and out-bond logistic functions to be performed.
