MB-117B

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Degree Examination, May/June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT (Elective - B)
Rural Marketing

Time : 3 Hours **Max. Marks : 80**

Instruction : ***All sections are compulsory.***

SECTION - A

Q1) **Answer any five sub-questions. Each sub-question carries three marks :** **[5 × 3 = 15]**

a) What are Product and Pricing strategies?

b) State any four objectives of agricultural marketing.

c) Why is marketing finance needed?

d) How is Standardisation different from Grading?

e) Identify the FMCG marketing channels in rural India.

f) List the functions of Food Corporation of India.

g) State the problems faced in rural marketing.

SECTION - B

Answer any four questions. Each question carries five marks : **[4 × 5 = 20]**

Q2) Describe the factors that contribute to the growth of rural market.

Q3) Information system is an inseparable component of rural marketing. Justify.

Q4) What are the issues and challenges in Agricultural Marketing?

Q5) Briefly explain the role of Advertising in rural marketing.

Q6) Illustrate the role of AGMARK in Inspection and Quality control.

Q7) Write a brief note on recent trends in rural marketing.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

Q8) Discuss the prospects of rural marketing.

Q9) Write a note on the factors that affect rural market segmentation.

Q10) Explain the role of Government in development of rural market.

Q11) 'Media greatly influences the behaviour of rural markets in India'. Elucidate.

Q12) Describe the various channels of distribution and their significance in the context of rural marketing.

SECTION - D

Q13) **Case (Compulsory) : [1 × 15 = 15]**

Affordability and convenience are driving the sachet revolution in rural India. The trend started in 1983, when CavinKare introduced the most innovative packaging concept in India's Fast-Moving Consumer Goods (FMCG) history by launching its Chik shampoo in sachets for Rs. 1. That one step revolutionized not just the shampoo segment, but also the entire FMCG sector in the country and today, sachets make up for more than 75 percent of the total volume of the shampoo segment. Since then, sachets have played quite a role in mobilizing FMCG products in India. Sachets have now become popular in the skincare and haircare segment

too, including face creams, face wash etc.

Clearly, one can see that sachet packaging is increasingly being adopted by various companies in skincare and haircare categories to tap the bottom of the pyramid of India's FMCG market.

Questions :

a) Why do you think Sachets are popular in rural India? Justify your answer.

b) Would the same marketing strategy of Chik shampoo work effectively in urban markets also?

c) In this context, how important are Marketing Channels in driving up FMCG sales?

⌘⌘⌘