MB-117B

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

Third Semester M.B.A. Degree Examination, May -2025
(SLM Scheme) (Non CBCS)
MANAGEMENT
Elective - B: Marketing
Rural Marketing

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

Instruction : All sections are compulsory.

Section- A

Answer any Five sub-questions. Each sub-question carries three Marks : **[5 × 3 = 15]**

Q1) a) Define rural marketing.

b) Define Strategy.

c) What is retailing?

d) Mention any three needs of rural marketing.

e) What is rural marketing research?

f) What is panchayat mandi?

g) What do you mean by market environment?

Section - B

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

Q2) Differentiate between rural and urban marketing with examples.

Q3) What are the significance of internal reporting system.

Q4) Mention the types of agricultural marketing with examples.

Q5) Enumerate the problems faced by rural industries in India.

Q6) State the functions of state agricultural marketing bank.

Q7) Explain the concept of branding in rural marketing.

Section - C

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

Q8) Explain the basis for segmenting rural market. Explain segmentation process

Q9) Describe the distribution channel. Suggest a suitable distribution channel for an FMCG company operating in rural India with suitable justification?

Q10) Write a short note on

a) Rural market regulations

b) FDI in Indian rural market

Q11) Explain the strategies in connecting with marketing mix for rural marketing in India.

Q12) Explain nature, scope and significance of rural marketing.

Section - D

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

In a study conducted by ICICI it was found that:

- Only 40 per cent of shops in small towns have electricity, while in feeder villages this figure was 11 per cent.
- Shops in towns were located on rented premises. while in interior villages in 88 per cent of the cases the shops were located on owned premises and lacked electricity
- In feeder villages, four fifths of the shops have one person working full time, while in interior villages 70 per cent have two or three persons working on a part-time basis.
- Over two-fifths of the retail outlets stocked eight to nine standard product categories.
- It was found that three - fourths of the outlets that stocked eight to nine product categories kept four items or less in each category, while one-fourth had five to six items in each category.
- The total number of items stocked in retail outlets was about 50 in interior villages and 115 in feeder villages.

- The stock turnover ratio in the study is the number of times the stock is sold in a month. This is obtained by dividing the stock level by monthly off-take. The ratio for toiletries in interior villages was close to unity, while in the feeder villages two thirds had a ratio in the range of two to three. The ratio of one indicates that on average interior village shops had stocks for one month, while shops in feeder villages maintained stocks for two or three months. The value of the stock turnover ratio in towns had a wider spread and higher values in the range of three or even, five because of the wide variety of products stocked.

Questions:

a) Critically evaluate the above rural retail scenario for the marketer of consumer products.

b) What implications does the above scenario have for the long - term distribution system design of a multi-product necessity Goods Company wanting to make a attack into the rural markets?

