MBSC-3.2 B

Sl.No. :

Total No. of Pages : 3

Third Semester M.B.A. Degree Examination, June/July - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
(Elective - B : Marketing)
Rural Marketing

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

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

Q1) Define rural market? Why it is important in a country like India?

Q2) Define market segmentation. Briefly explain the factors affecting market segmentation in rural market.

Q3) Explain in detail Agriculture marketing and its economic Importance.

Q4) What is the role of media and television in upliftment of the rural marketing in the country?

Q5) Analyze the components and classification of rural market.

Q6) What is a marketing strategy? Which strategies are adopted for rural marketing?

Q7) What is Channel of distribution? How do you identify the right channel for the rural market?

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Which are the major factors which affect rural marketing? How the rural marketing can be made more effective in India?

Q9) Define Agriculture marketing. Discuss the various types of Agri-marketing

Q10) Write a short note on

a) APMC act 1963,

b) FPO,

c) AGMARK

Q11) What is a cottage industry? Does it need protection in the wake of multinationals entering in every part of the market?

Q12) Discuss the marketing strategies for Rural Markets for FMCG products.

Q13) What kind of agricultural benefits will be given by state banks for the farmers in the country? Explain in detail.

SECTION - C

Q14) Case (Compulsory) : **[1 × 15 = 15]**

A.R. Rao was angry and fed up. He had just delivered a large consignment of packed broilers to the local buyer and understood that the prices he received did not even cover the costs of production. His business friend Kumar who was discussing with Rao sympathized and said, "I was in the main market an hour ago and prices of broilers are up". "There is something wrong here, " Both Rao and Kumar agreed. The next day Rao and Kumar met a number of other unhappy and grumbling broiler producers to discuss the problem. In the meeting, one of the members said: "it is the middlemen who create problems and get large business. They buy low, sell high and pocket our profit". "What can we do about it? " said Kumar. One member suggested "we need to eliminate the greedy middlemen from the rural market. We must operate our own marketing facilities and sell direct to customers or end users. This is the only way we can get 100% of consumer's money". Rao interfered and cautioned - "It would cost a lot of money. Are we capable of entering into wholesaling and retailing? " Kumar replied, "That is not my cup of tea. I am a chick and broiler producer. I am not a market man ". An elderly villager in the meeting said: "It sounds risky and complicated. Marketing has so many if and buts and the area are vast".

Questions :

a) What advice will you give to Rao, Kumar and their friends in broiler marketing or on their plan of entering into wholesale and retail business?

b) What are the pros and cons of the proposal to eliminate middlemen from rural marketing? Discuss with reference to poultry, eggs, broilers and the meat business.

c) Examine the factors influencing channel design decision.

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