MBSC-3.2B

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective : B : Marketing

Rural Marketing

(CBCS SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any FIVE questions. Each question carries Five marks. (5×5=25)

1. Briefly explain the communication problems in rural markets.
2. Discuss the problems of rural marketing in India.
3. Suggest some product strategies for rural markets.
4. Explain the various forms of pricing strategies followed by rural markets.
5. Briefly explain the financial support system available for Agro-based rural marketing products.
6. Write a short note on rural cottage industry and handicraft enterprises in rural areas.
7. What is model bill? Briefly discuss the quality control techniques available in the rural markets.

SECTION - B

Answer any FOUR Questions. Each question carries Ten marks (4×10=40)

8. Define rural marketing. Elucidate the Hurdles crossed by the Companies when they enter? the rural markets.
9. Analyze some of the rural specific promotion media methods in detail.
10. What kind of initiatives taken by government to develop the rural markets in India?

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11. Briefly explain the Socio - cultural factors influence the consumer buying behaviour in the rural markets.

12. Define market research and elucidate the strategies involved in market research.

13. Discuss the various trends in rural markets and how they are influenced by FDI.

SECTION - C

14. Case (Compulsory). (1×15=15)

Ninjacart was founded in 2015 by Ashutosh Vikram, Sharath Loaganathan, Thirukumaran Nagarajan, Vasudevan Chinnatambi, and Kartheeswaran KK, in Bengaluru, India. The company provided innovative solutions to farmers to help them with their supply chain problems. Ninjacart had developed a digital supply chain for farm fresh produce such as fruits and vegetables. The company initially started operations as a hyper local grocery delivery platform. The business model was to deliver groceries to consumers within 60 minutes of ordering. The founders found out that consumers were, however, unwilling to pay a premium rate for ordering fruits and vegetables online and that the retailers faced problems in procurement, quality, hygiene, price, and packing. The farmers were also affected by price issues, food wastage, and transportation.

The case 'Ninjacart: Building a Cost Effective Agricultural Supply Chain from Farm to Store' is about an agri-supply chain startup based in Bengaluru, India. Ninjacart's digital platform disrupted the traditional agri-supply chain in India. The case dwells upon the need for the digitalization of the agriculture supply chain in India.The case details the fresh food agri-supply chain solution provided by Ninjacart on its digital platform and discusses the business model of the startup. It also takes a look at the impact of the digital platform on the agri-supply chain. The case ends with the future plans of Ninjacart to improve the farmers' supply chain network and help in their post-harvest market linkage. It remains to be seen whether its initiatives will bring forth results and enable the farmers of India to get a better price for their agri-produce.

In May 2021, Ninjacart, an agri supply chain startup based in Bengaluru in India, announced that it had raised US$ 9.5 million from an existing investor, Syngenta Group Ventures. With the latest funding, Ninjacart achieved a valuation of US$ 502 million. Ninjacart was in the agribusiness and supplied farm fresh produce to businesses, retailers, and restaurants spread across seven cities of India - Chennai, Hyderabad, Bengaluru, Pune, Delhi, Mumbai, and Gurugram. As of May 2021 , the company said it had a network of 1,200 warehouses and 200 collections centers across the country and that it handled the movement of 1,400 tons of farm fresh produce from Indian villages on a daily basis. Ninjacart's business model aimed to solve the supply chain problems that arose in the vegetables and fruits supply chain. The business model tried to put an end to the problems faced by the stakeholders in the supply chain such as the farmers, retailers, and the customers. Through its business model, Ninjacart was able to connect the farmers directly with the retailers and thus enable the farmers to get a better price and the retailers to get fresh produce at competitive prices.

Nagarajan opined that in the Indian agricultural setup, the farmer normally dealt with six middlemen and drove a hard bargain with them for the price before the product reached the ultimate customer. The traditional market functioned through auctions and the price the farmers got for their farm produce was rather low, with the middlemen carting away 15 to 20 percent of the value of the farm produce. Nagarajan said, "Farmers can get lesser price..... and each middleman takes 15-20 % out of the value." With the agri-platform of Ninjacart, farmers paid less in fees to the wholesalers.

Questions:

a) Analyze the impact of new technologies on traditional supply chain processes.

b) Understand the traditional fresh food agri-supply chain management process and how new technologies cause disintermediation in the traditional fresh food agri-supply chain process.

c) Analyze the challenges faced by the agri-supply chain process.
