MBSC-3.2B

Sl. No.

III Semester M.B.A. Degree Examination, October/November- 2025

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. Define Rural Marketing and explain its scope.
2. What are the factors contributing to the growth of rural marketing Explain any Two.
3. Differentiate between Rural Marketing Finance and Rural Marketing Mix.
4. Explain the agricultural marketing reforms in detail.
5. Mention the objectives of Rural Marketing Information System (RMIS)
6. Briefly explain the issues and challenges of agricultural marketing.
7. Write an explanatory note on rural purchase behavior.

SECTION - B

Answer any Four questions. Each question carries Ten marks. (4×10=40)

8. Explain the bases of market segmentation in rural areas.
9. Explain in detail the role and functions of rural marketing and development.
10. Discuss the concept of regulated market and its functions.
11. Explain the features and roadblocks of the Indian rural market.
12. Describe the distribution system in rural marketing with examples.
13. Discuss the recent trends in rural marketing with illustrations.

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SECTION - C

14. Case (Compulsory). **(1×15=15)**

A dairy cooperative society operating in a rural district plans to expand its product line by introducing packaged milk and milk-based products. The management wants to understand the market potential, distribution challenges, and consumer preferences in rural and semi-urban areas. They also aim to use advertising channels suitable for rural consumers and design attractive packaging.

Questions:

i) Identify the key factors that will influence the success of this expansion.

ii) Suggest suitable distribution channels for the rural market.

iii) Recommend an advertising strategy suitable for rural consumers.
