



IV Semester M.B.A. Degree Examination, June 2011

(2007-08 Scheme)

MANAGEMENT

M-4 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** sub-questions. **Each** carries **two** marks.

(6×2=12)

1. a) What is the scope of Rural Marketing ?
- b) Mention the important rural development programs aimed at reducing poverty in rural areas.
- c) Who are the opinion leaders in Rural Markets ?
- d) Name the media vehicles in rural markets.
- e) Define “Agro-processing unit”.
- f) Define regulate market.
- g) What is rural branding ? Give examples.
- h) What are the channels for Agro-products sales ?
- i) What is meant by commodity market ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks.

(3×8=24)

2. Explain the difference between rural and urban consumer behaviour.
3. Describe the bases for rural market segmentation.
4. Explain the factors influence on innovation adoption in rural markets.
5. Explain the agro-products marketing channels in India.
6. Explain the marketing environment for Indian Fertilizer Industry.

P.T.O.



## SECTION – C

Answer **any two** questions. **Each** carries **twelve** marks. (2×12=24)

7. What is the taxonomy of rural markets in India ? Explain the revolution of rural marketing over a period of time.
8. Outline the profile of Indian rural consumers. Also explain the challenges and opportunities in rural India.
9. Explain the modifications needed in the marketing mix of an urban marketer to be successful in rural markets.

## SECTION – D

10. Case Analysis (**Compulsory**) : 15

The state poultry industry is reeling under losses. Thanks to the Cauvery water row and Veerappan impasse, inter-state poultry movement has been hit. Various reasons, including the auspicious Hindu month of Bhadrapada in the southern states, have kept consumers from relishing their non-vegetarian favourite.

Chicken prices have dipped to a low of Rs. 28 per kg, as against nearly Rs. 50 six months ago. Wholesale traders say their farm lifting rate is only Rs. 19 per kilo, the lowest in the last five years.

Farmers, traders and retailers are crying foul at a number of reasons for the disturbed transaction of their stock, both in the local market and with neighbouring states, particularly Tamil Nadu.

Interestingly, although production has been very high this year, quality has dipped because of an erratic summer-like situation this season. “As a result, the net weight of each bird is low”, traders and farmers lament.

Wholesalers are faced with an unusual problem this time. “Due to lack of movement, stocks are piling up with us. We are unable to provide conducive conditions for the birds and they are dying in the process. The birds also lose weight in the makeshift godowns, leading to severe loss”, wholesaler Ibrahim from Shivajinagar said.

Another reason why small-time farmers are unable to sell their stock are the sky-rocketing rates of poultry feed, such as maize and soya. “The cost of rearing our stock per kilo in seven weeks comes to Rs. 28, while the existing farm lifting rate is Rs. 19 per kg”, rued Narayanappa, farmer from Devanahalli.

Left with no choice, small-time farmers from Tumkur, Kolar, Devanahalli, Hosur and surrounding areas are giving their farms on contract basis to big players like VHL, Suguna, Shanti and others.

There is no official body to control poultry prices. “The production efficiency of poultry in South India is the best in the world but we often lose out on marketing our produce”. Dr. Deve Gowda, vice-president of the International Poultry Association and Division Head, Animal Sciences at UAS said.

With the cost of poultry feed due to fall with the approaching harvest season and the beginning of Dasara, traders and farmers hope their woes will end by mid-October.

**Questions :**

- 1) Explain low environmental factors affect business.
- 2) Bring out cost calculations and difference in percentage.
- 3) What alternate efforts should be made to overcome such problems of costs ?