



PG – 123

IV Semester M.B.A. Degree Examination, June/July 2012
(2007-08 Scheme)

Management

M – 4 : RURAL AND AGRICULTURAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any 6** of the following. **Each** sub-question carries **2** marks. (6×2=12)

1. a) Define Rural Marketing.
- b) What is an e-choupal ?
- c) What do you mean by opinion leadership ?
- d) What is a conventional media ?
- e) What is a Regulated market ?
- f) What is AGMARK ?
- g) What is a commodity market ?
- h) What do you mean by a Regulated Market ?

SECTION – B

Answer **any three** of the following. **Each** question carries **8** marks. (3×8=24)

2. Analyse the scope and characteristics of Rural Markets.
3. Bring out the factors influencing Rural Consumer Behaviour.
4. What are the different channels of distribution used in Rural Marketing ?
5. Critically examine the role and problems of Regulated Markets.
6. Give a brief account of the Agro processing sector in India.

P.T.O.



SECTION - C

Answer any two of the following. Each question carries 12 marks. (2x12=24)

- 7. Explain the stages involved in Rural consumer buying process.
- 8. Bring out the role of Media in Rural Marketing.
- 9. Explaining the different basis of segmenting Rural Markets.

SECTION - D

Case Study (compulsory) (1x15=15)

Zora-B Ltd. is planning to launch packed drinking water in Rural Markets of Mangalore District. You are required to plan its marketing strategy in terms of product, price, promotion and distribution. Make assumptions wherever necessary.

(c) What do you mean by opinion leadership?

(d) What is a conventional media?

(e) What is a Regulated market?

(f) What is AGMARK?

(g) What is a commodity market?

(h) What do you mean by a Regulated Market?

SECTION - B

Answer any three of the following. Each question carries 8 marks. (3x8=24)

- 1. Analyse the scope and characteristics of Rural Markets.
- 2. Bring out the factors influencing Rural Consumer Behaviour.
- 3. What are the different channels of distribution used in Rural Marketing?
- 4. Critically examine the role and problems of Regulated Markets.
- 5. Give a short account of the Agro processing sector in India.