



IV Semester M.B.A. (Day) Degree Examination, June/July 2013  
(2007-08 Scheme)

Management

M4 : RURAL AND AGRICULTURAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any six questions :

(6×2=12)

1. a) What do you mean by Rural Marketing ?
- b) What is rural area ?
- c) Mention the phases in the evolution of rural marketing in India.
- d) What are the four market segmentation for rural market ?
- e) What do you mean by Haath ?
- f) What is rural branding ?
- g) What is regulated markets ?
- h) What do you mean by agricultural marketing ?

SECTION – B

Answer any three questions :

(3×8=24)

2. Bringout clearly the problems and constraints in rural marketing.
3. Define rural consumer. Explain the factors that influence rural consumer behaviour.
4. Outline the objectives and strategies of rural pricing.
5. Explain the trends and defects in agricultural marketing.
6. Describe the role of regulated markets in the changing scenario.

SECTION – C

Answer any two questions :

(2×12=24)

7. Outline the classification and characteristics of rural consumers.
8. Describe the role of media in rural markets.
9. Bringout clearly the scope and future prospects of food processing sector in the Indian context.

P.T.O.



## SECTION - D

## 10. Case Study (Compulsory) :

(1×15=15)

The transformation of India's milk industry began around 1946, when the Khira District Milk Cooperative, located in the state of Gujarat, set up its own processing plant under the leadership of Verghese Kurien and created the brand Amul, today one of the most recognized in the country. Unlike the large industrial dairy farms of the West, in India, milk originates in many small villages. Villagers may own only two to three buffaloes or cows each and bring their milk twice a day to the village collection center. They are paid every day for the milk they deliver, based on fat content and volume. Refrigerated vans transport the milk to central processing plants, where it is pasteurized. Railroad cars then transport the milk to major urban centers.

The entire value chain is carefully managed, from the village-based milk production to the world-scale processing facilities. The Khira District cooperative provides such services to the farmers as veterinary care and cattle feed. The cooperative also manages the distribution of pasteurized milk, milk powder, butter, cheese, baby food, and other products. The uniqueness of the Amul cooperative is its blending of decentralized origination with the efficiencies of a modern processing and distribution infrastructure. As a result, previously marginal village farmers are earning steady incomes and being transformed into active market participants. Twenty years ago, milk was in short supply in India. Today, India is the world's largest producer of milk. According to India's.

National Dairy Development Board, the country's dairy cooperative network now claims 10.7 million individual farmer member owners, covers 96,000 village-level societies, includes 170 milk-producer unions, and operates in more than 235 districts. Milk production has increased 4.7 percent per year since 1974. The per capita availability of milk in India has grown from 107 grams to 213 grams per day in 20 years.

- a) Despite this concept succeeding in India, why the replication of the same in other rural markets are not successful ? Comment.
- b) Do you think corporatisation of cooperative system will help marketers focus more ? Justify.