



PG – 787

IV Semester M.B.A. Degree Examination, July/August 2014
(2007-08 Scheme)
MANAGEMENT
M-4 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 75

Instruction : Answer questions in all Sections.

SECTION – A

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

(6×2=12)

1. a) Why Rural Marketing is a two way process ?
b) What is Rural Market Index ?
c) Name the 4 A's in rural market.
d) What are Haats ?
e) What is Market segmentation ?
f) Define Agricultural Marketing.
g) What is price sensitivity ?
h) What is syndicated distribution ?

SECTION – B

Answer **any three** questions. Each carries **8** marks.

(3×8=24)

2. Briefly explain the scope of Indian rural market.
3. What are the important factors which influence the rural buying behaviour ?
4. How product mix decision in rural marketing is different from urban marketing ?
5. "Rural marketing is all about distribution management" – Critically evaluate the statement.
6. Explain the channel alternatives available for agricultural marketing.

P.T.O.



SECTION – C

Answer **any two** questions. **Each** carries **12** marks.

(2×12=24)

7. Discuss the opportunities and challenges in brand building exercise in rural markets.
8. Explain the various communication tools that can form part of the rural marketing mix strategy.
9. Outline the food processing scenario in India. Also highlight the role food processing sector in rural development.

SECTION – D

Compulsory

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10. Assume that you are a rural marketing consultant, you have been working on designing promotion and distribution strategy for the following products :
 - 1) Fertilizer
 - 2) Branded seeds

Design alternative distribution and sales promotion strategies. Also highlight the constraints.
