



PG – 1006

**IV Semester M.B.A. Degree Examination, June/July 2015**  
**(2007-08 Scheme)**  
**MANAGEMENT**  
**M-4 : Rural and Agricultural Marketing**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

1. Answer any six of the following questions. Each carries 2 marks : (6×2=12)
- Define Rural Marketing.
  - What are reference groups ?
  - What are spell-alike products ?
  - What is product-bundle pricing ?
  - What is syndicated distribution in rural markets ?
  - What is conventional media ?
  - What is un-regulated market ?
  - What is agricultural marketing ?

**SECTION – B**

- Answer any three questions. Each question carries 8 marks : (3×8=24)
- "Future lies in rural markets" Discuss with illustrations.
  - What were the major changes in rural infrastructure in recent years ? What opportunities will they provide to rural markets ?
  - Differentiate between rural and urban consumer behaviour.
  - Explain the key challenges in reaching rural markets.
  - Discuss on the pricing strategies specific to the rural markets.

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## SECTION – C

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

(12×2=24)

7. Describe the different bases for segmenting rural consumer markets.
8. Identify two products each in the successful and failed categories in rural markets and discuss the factors that contributed to their success and failure.
9. Explain the scope, problems and prospects of agricultural marketing in India.

## SECTION – D

10. Case study (**Compulsory**) :

(1×15=15)

In India, 70 per cent of the Indian population – 800 million – living in approximately 600,000 villages is considered rural. Rural people mostly live in inherited houses which is not the case with their urban counterparts. Rural India lacks basic infrastructure such as electricity and roads. The rural population continues to be largely illiterate with low exposure to products and services.

However, rural India is gaining importance as it accounts for 56 per cent of the total income and 64 per cent of total spending in India. Today, more than 50 per cent of FMCG and durables, 100 percent of agricultural inputs and 40 per cent of two-wheeler sales come from rural markets.

There is unity in diversity present in the country in terms of religions, ethnic groups, languages and dialects. At the same time, There is huge potential vested in the rural as a result of which marketers are going rural.

**Discussion Questions :**

- 1) Despite the diverse heterogeneous nature of rural markets, why are marketers focusing on rural markets ?
- 2) How should marketers tackle the huge diversity seen in rural markets ?
- 3) What steps should a company take to tap the huge potential in rural markets ? Discuss this with regard to the 4 Ps of marketing.