

M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS
: WINTER - 2018
SUBJECT : AGRIBUSINESS MANAGEMENT 1) RURAL MARKETING

Day : Wednesday
Date : 05/12/2018

Time 02.00 PM TO 05.00 PM
Max. Marks : 60

W-2018-1969

N.B.

- 1) Attempt **ANY THREE** questions from Section I and **ANY TWO** questions from Section II.
- 2) Figures on the right indicate **FULL** Marks.
- 3) Answers to both sections should be written in **SEPARATE** answer books.

SECTION - I

- Q.1** Distinguish between Urban and Rural markets. (10)
- Q.2** Discuss the various media available for communicating with the rural customer in India. (10)
- Q.3** Explain the product strategy for rural market. (10)
- Q.4** Write a note with appropriate examples on 'Brand Loyalty' among the rural customer. (10)
- Q.5** Write short notes on **ANY TWO** (10)
- a) E-Choupal
 - b) Rural distribution channels
 - c) Rural consumer buying process
 - d) Spurious brands in rural India

SECTION - II

- Q.6** Rural marketing is a two way process. One is the flow of goods from rural to urban and the other is flow of goods and services from urban to rural areas. Explain with appropriate examples the product, pricing and distribution strategies in the context of rural to urban and urban to rural marketing. (15)
- Q.7** A wide array of problems hinder marketers in approaching rural areas in India with confidence. The lack of all-weather roads, widely dispersed villages, low density of population and lack of retailers are the problems associated with rural distribution. Suggest appropriate ways of approaching the rural areas for marketing goods. (15)
- Q.8** "Rural consumers are not brand and quality conscious" is this observation a myth or a fact? Explain. (15)

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