



III Semester M.B.A. Degree Examination, February 2016  
(CBCS) (2014-15 & Onwards)

MANAGEMENT

Paper – 3.4.3 : Rural and Agricultural Markets

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks.

(5×5 = 25)

1. Explain, why rural marketing is a two way process ?
2. What are the important bases for segmenting rural market for tractors ?
3. Explain the unique characteristics of Indian rural consumers.
4. What are the challenges in agricultural marketing in India ?
5. What are the channels used for agro products marketing and distribution ?
6. Explain the role of supply chain management in rural marketing .
7. Explain various forms of agro products processing.

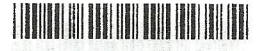
SECTION – B

Answer **any three** questions. **Each** question carries **10** marks.

(3×10 = 30)

8. Explain with example, how rural development and rural marketing success are related ?
9. Discuss the case of ITC's E-Choupal and HUL's Shakti as innovative strategies for rural marketing.
10. Explain the role of APMC and Agricultural Co-operative Societies in marketing agricultural products.
11. Explain the steps involved in post harvest management of agro-products. Explain with an example.

P.T.O.



SECTION - C

(Compulsory Case Study)

12. Assume that, you wanted to start an agro based food processing unit which uses fruits and vegetables for processing and producing variety of products. The raw materials need to be procured from the farmers and processed products are to be sold in different state level markets.  
  
Develop a detailed business plan for processing and also highlight the in-bond and out-bond logistic functions to be performed.