



III Semester M.B.A. Degree Examination, February 2017

(CBCS)

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 the role of agriculture in Indian Rural Economy.
2. Define rural marketing and how rural market is different from urban market ?
3. What is meant by Consumer Behaviour ? Analyse the rural consumer buying behaviour for durable goods.
4. What are the challenges for conducting rural research ?
5. Elucidate the 4 As model of marketing mix and discuss its relevance for rural marketing.
6. What are the channels of distribution for agricultural product ?
7. How does internet play a pivotal role in the development of rural market in India ?

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. (3×10=30)

8. Discuss the success story of Amul and why other co-operatives could not achieve similar achievements.
9. Explain the challenges of pre and post harvest of farm products to farmers and how contract farming and insurance helps the farmer.



10. Discuss the role of NGOs, A PEDDA and Government in promoting agriculture products at domestic and international market.
11. Outline the different marketing strategies for promotion and development of organic fertiliser companies.

SECTION – C

Compulsory Question :

(1×15=15)

12. Case Study :

Rural India is gaining importance as it accounts for 56 percent of Total Income and 64 percent of total spending in India. Today more than 50 percent of FMCG and durables, 100 percent agricultural inputs and 40 percent of two-wheeler sales comes from rural India.

Nearly 70 percent of the country's population lives in rural India as per the census of India 2011. There is a huge diversity in India in terms of religions, ethnic groups, languages and dialects. In spite of all these, there is a huge potential vested in the rural as a result of which marketers are going rural.

Major source of income for farmer in India is by agriculture. In case agriculture activities are going on smooth then there is a rural market or else the demand from this market for all category of goods will fall down. Since long time, Indian farmers have been facing number of socio-economic problems, such as inability to repay debts following crop loss. The cost of chemical farming using fertilizer, insecticide etc. has gone up substantially. The new way for farmers is to go back to organic farming. Government and NGOs need to promote organic farming.

Questions:

- a) Despite the heterogenous nature of rural markets, why are marketers focusing on rural markets ?
- b) In case you are the marketing manager of chemical farming company, what strategy would you adopt ?
- c) What steps NGOs and Government should take to promote organic farming cultivation and marketing ?