



III Semester M.B.A. Degree Examination, Jan./Feb. 2018
(CBCS) (2014-15 and Onwards)
MANAGEMENT

Paper – 3.4.3 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five from the following, each question carries five marks. (5×5=25)

1. Explain the salient features of Indian rural markets.
2. What do you understand by brand management ? Explain the brand management strategies in rural markets.
3. What are the limitations of conducting rural market research ?
4. Define the term segmentation. Explain the basis for rural market segmentations.
5. Discuss the role of NBFCs to promote rural markets in India.
6. What is a contract farming ? Discuss its pros and cons in relation to rural farmers situations at present.
7. Examine the supply-chain-management in agricultural goods in rural markets.

SECTION – B

Answer any three questions from the following, each question carries ten marks. (3×10=30)

8. Discuss the export potential of farm products and its advantages and disadvantages to Indian farmers and customers.
9. Explain the importance of channels of distribution for agricultural goods and role of middlemen in managing rural distribution networks.
10. What is a media innovation ? Critically examine the conventional media and non-conventional media to influence on rural consumer behaviour.
11. "Rural markets remain isolated because of many problems". Describe its problems faced by companies in rural markets.



SECTION – C

12. Compulsory case study :

(1×15=15)

Fortified water with minerals to the international standards and presented in a bottle of 1000 ml to appease thirst is the product of Parle's Bisleri mineral water which is competing close to nature. The hygienic product is developed by forcing out bacteria from natural water, filtering it to admissible hygiene levels and mineralising it for healthy consumption.

Bisleri of 1000 ml bottle is typically priced at Rs. 10 and placed in the undifferentiated market. It is a product of need and its purchase cannot be postponed by consumers. However, the market operates at higher retail margins. A distributor in Bombay gets margins of 6 per cent for a case of 12 bottles of Bisleri. The retailers' margins is as high as 25 per cent for the case. It is sold by the retailers at Rs. 120 over the wholesale price of Rs. 90 for a case of 12 bottles. This margin is flexible for retailers as it can be doubled in tourist destinations and cities where the floating population is high.

Marketing costs consist of packaging and transportation factors. The cost of actual product is negligible but the price spread is higher. The packaging cost per bottle is assessed at Rs. 5 which covers primary and secondary packaging consisting of bottle capping and arranging in cartons. The transportation cost work out to Rs. 3 per case in Bangalore. However, for the places which are beyond 100 km from the plant it costs Rs. 12 – 15 per case.

Presently, there is no competitor at the national level. However, some local water sellers have also emerged and beat the track only in the season in small quantity packed in pouches. The Godrej Foods Pvt. Ltd. attempted to sell water by the name "Golden Valley" presenting it in 1.5 litre bottles for Rs. 18 but could not sustain it in market due to high marketing costs.

Questions :

- a) What is the marketing costs and selling price per bottle ?
- b) Who are the competitors of 'Golden valley' products and their competitive capacity in Banglaore ?
- c) How is the demand factor of water business in Bangalore ?