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16/17MBAMM405

Fourth Semester MBA Degree Examination, June/July 2019 Rural Marketing

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- 1 a. What is rural marketing? (02 marks)
 b. Briefly explain the PRA approach. (06 marks)
 c. Discuss the problems in rural marketing. (08 Marks)
- 2 a. What is brand loyalty? (02 Marks)
 b. Enumerate the characteristics of Indian FMCG sector. (06 Marks)
 c. Discuss the factors affecting consumer behaviour in rural India. (08 Marks)
- 3 a. What is diffusion of innovation? (02 marks)
 b. Explain the operational aspects of data collection. (06 marks)
 c. Highlight the evolution of rural banking after independence. (08 Marks)
- 4 a. What are consumable inputs in agriculture? (02 marks)
 b. Differentiate between Rural V/s Urban Markets. (06 marks)
 c. Explain the stages in rural consumer buying process. (08 Marks)
- 5 a. What is media typology? (02 marks)
 b. Elaborate the Governmental policy towards handicraft sector. (06 marks)
 c. Explain the distribution model for fake products. (08 Marks)
- 6 a. What are agrochemicals? (02 marks)
 b. Outline the rural communication AICDA model. (06 marks)
 c. Determine the reasons behind increased interest of corporate sector in the entire agribusiness chain. (08 marks)
- 7 a. What are SHG? (02 Marks)
 b. Analyse the challenges of Indian tractor industry. (06 Marks)
 c. Enumerate the satellite distribution model. (08 Marks)

8 CASE STUDY [Compulsory]

Ramesh Kumar and Gowda were two big red chilly growers in a village in north Karnataka. One evening they were discussing farm prices for red chillies and profits. I made a decision this year and already signed a good contract to sell my crops to my local buyers at fixed price previous to harvest". Gowda continued – "Without that contract, I would have lost money in this year bumper crop". Ramesh replied "Contracts are helpful sometimes, but I would like to wait and see how the prices move at the harvest time. Last year, because of the drought, the price went up and I managed to make good profit as compared to others who had signed the contracts". He further added "after all farming and rural marketing operations are risky". Gowda replied taking price risk by the farmer is more risky.

Questions :

- a. What are the pro's and con's of framers using contracts to establish the prices and delivery of their produce in advance of the harvest season? (08 marks)
- b. What are other avenues Gowda could have in the case detailed above? (08 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.