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17MBAMM405

Fourth Semester MBA Degree Examination, Aug./Sept.2020 Rural Marketing

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.**

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| 1 | a. What is Rural Marketing? (02 Marks)
b. Explain the problems in Rural Marketing. (06 Marks)
c. Briefly explain the Elements in Rural Marketing Environment. (08 Marks) |
| 2 | a. Define Rural Consumer behaviour. (02 Marks)
b. Explain the Consumer Buying Process. (06 Marks)
c. Briefly explain the sources of Data collection. (08 Marks) |
| 3 | a. What do you mean by FMCG? (02 Marks)
b. Explain the characteristics of Indian FMCG sector. (06 Marks)
c. Discuss the role of banking services in rural areas. (08 Marks) |
| 4 | a. What is Fertilizer Industry? (02 Marks)
b. Explain the factors affecting on Agro Chemical Industry. (06 Marks)
c. Briefly explain the classification of Fertilizer Industry. (08 Marks) |
| 5 | a. What is Indian Agricultural? (02 Marks)
b. Explain the factors affecting on Handicraft Industry. (06 Marks)
c. Briefly explain the investment opportunities in Agri – business. (08 Marks) |
| 6 | a. What you mean by wholesaling? (02 Marks)
b. Explain the characteristics of channels of distribution. (06 Marks)
c. Briefly explain the Distribution models of FMCG companies. (08 Marks) |
| 7 | a. What is Rural Communication Strategy? (02 Marks)
b. Explain the challenges of Rural communication. (06 Marks)
c. Differentiate between Rural and Urban market research. (08 Marks) |
| 8 | <u>CASE STUDY (Compulsory) :</u> |

Ramesh Kumar and Vinod were two big red chilly growers in a village in North Karnataka. One evening they were discussing farm prices for red chillies and profits. 1 made a decision this year and already signed a good contract to sell my crops to may local buyers at fixed price previous to harvest.

Vinod 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”. Vinod replied taking price risk by the farmer is more risky.

Questions :

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| a. What are the Pros & Cons of farmers using contracts to establish the prices and delivery of their produce in advance of the harvest season? | (08 Marks) |
| b. What are other avenues Vinod could have in the case detailed above? | (08 Marks) |

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.