

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - IV**  
**Sub.: Rural Marketing (MMM407)**

**Date : 29/05/2024**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Indian scenario of rural marketing
  2. Rural consumer behavior
  3. Regulated markets in rural areas
  4. Banking & other financial services in rural markets
  5. Public distribution system
- Q. 2. Answer in detail (Any One) (10)**
1. Analyze the Rural V/s Urban mindsets.
  2. Discuss the Structures of few co-operative marketing societies in India like NAFED, MARKFED.
- Q. 3. Answer in detail (Any One) (10)**
1. What are the key bases for market segmentation?
  2. Explain the Rural marketing strategies related to product, pricing, promotion, packaging, distribution.
- Q. 4. Answer in detail (Any One) (10)**
1. State the Importance of co-operative marketing and Obstacles faced in co-operative marketing
  2. Enlist and explain the Problems and opportunities in rural marketing
- Q. 5. Case study (15)**
- ITC e-Choupal is a groundbreaking initiative that has transformed the agricultural landscape in rural India. Leveraging digital technology, ITC Limited established a network of internet-enabled kiosks, known as Choupals, to bridge the information gap for rural farmers. Through these Choupals, farmers gain access to a wealth of resources previously unavailable to them, including real-time agricultural information, weather forecasts tailored to their region, up-to-date crop prices, and invaluable knowledge on best agricultural practices. This access to vital information empowers farmers to make informed decisions about their farming practices and marketing strategies.

By cutting out middlemen and enabling direct communication between farmers and buyers, e-Choupal revolutionizes the agricultural supply chain. Farmers can now negotiate fair prices for their produce and access wider markets beyond their local vicinity. This direct market access not only boosts farmers' incomes but also enhances their overall economic stability and well-being. Additionally, by promoting sustainable agricultural practices and providing training on modern farming techniques, e-Choupal contributes to the long-term viability of farming communities and fosters environmental stewardship.

Beyond its economic impact, the e-Choupal project has profound social implications, driving rural development and empowerment at the grassroots level. By equipping farmers with digital literacy and market knowledge, e-Choupal empowers them to take

control of their livelihoods and participate more actively in the economy. Moreover, the project creates opportunities for community development initiatives and fosters a sense of collective agency among rural populations. In essence, ITC e-Choupal stands as a beacon of innovation, transforming traditional agricultural practices and paving the way for a more inclusive and sustainable future in rural India.

1. How has the implementation of ITC e-Choupal transformed the traditional agricultural practices in rural India, and what are some specific examples of the benefits experienced by farmers?
  2. In what ways does e-Choupal revolutionize the agricultural supply chain by cutting out middlemen and facilitating direct communication between farmers and buyers? How does this direct market access contribute to the economic stability and well-being of rural communities?
  3. Beyond its economic impact, how does the e-Choupal project contribute to social development and empowerment at the grassroots level? Can you provide examples of community development initiatives facilitated by e-Choupal and the effects on rural populations?
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