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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2023
SEMESTER - IV
Sub: Rural Marketing (MMM407)

Date: 29/12/2023

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks. (5)

1. _____ in villages should be identified and motivated to spread a product or brand message
 - a) Opinion leaders
 - b) Reference groups
 - c) Influencers
 - d) Media persons
2. Rural marketing involves a greater amount of _____ effort as compared to urban marketing.
 - a) Advertising
 - b) Promotional activity
 - c) Marketing
 - d) Personal selling
3. The marketing of the products of the rural areas is known as _____.
 - a) Rural marketing
 - b) Industrial marketing
 - c) Agricultural marketing
 - d) Services marketing
4. Which of the following is NOT one of the bases used for rural market segmentation?
 - a) Psychographic
 - b) Living Standards
 - c) Geographic
 - d) Demographic
5. _____ developments in agriculture would result in overall rural development
 - a) Cultural
 - b) Social
 - c) Structural
 - d) Technological

Q. 2. Answer the following. (Any Two) (20)

1. Discuss the concept of regulated markets in rural India.
2. The purchasing power of people in the rural market is comparatively low. They are more traditional and reluctant to adopt change. Comment on this statement.
3. Differentiate between organized retailing and unorganized retailing.
4. Write a detailed note on rural market strategies for the following –
 - a. FMCG products
 - b. Consumer durable goods

Q. 3. Write notes on. (Any Two) (10)

1. Cooperative marketing
2. Rural segmentation
3. Rural markets

SECTION – II

Q. 4. Case Study

(15)

Nazir Hasan was a second year Agriculture Science student. Hasan got a tough assignment from his lecturer to participate in a debate next week. The topic was “Resolve: Farmers should promote their products”. Hasan had to prepare to debate both for the motion and against it. Hasan’s father was a rice producer, he helped Hasan for that day to make a list of arguments against farmer advertising. Next day Hasan met Manager of Mother Dairy and asked why Mother Dairy and dairy farmer’s cooperatives heavily sponsor the larger sponsored advertising programme and propagating drinking milk “Doodh, Doodh, Doodh Doodh hai wonderful” wonderful slogan. The Manager said he thought milk advertising is a successful story. He could not give any facts or figures for his success story. Hasan discussed the topic with a larger grocer. The grocer said “Kohinoor is a big brand name in Basmati Rice. Kohinoor advertises in all media including TV and Cinema”. The grocer also said further “Farmers have to advertise and promote their products just like any other product.” Hasan was confused, should farmers advertise or not? Does it pay or not?

Questions :

1. Under what circumstances should farmers advertise their products?
2. What are the purposes of such promotional advertisements?
3. How should farmers know the benefits of such promotions cover their costs?

Q. 5. Answer the following:

(10)

- a) Why do you think that there is a need for public distribution system in rural areas? Justify your answer.

OR

- b) Explain the concept of rural marketing mix (4 A’s of rural marketing).