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III Semester M.B.A. Examination, April/May 2022  
(CBCS) (2014 – 15 and Onwards)

MANAGEMENT

Paper – 3.4.3 : Rural and Agricultural Marketing /MKT.

Time : 3 Hours

Max. Marks : 70



SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. (5×5=25)

1. What are the factors that have made rural marketing attractive ? Explain .
2. Briefly describe the degrees of segmentation in rural consumer markets.
3. Describe the various product decision strategies using relevant examples.
4. Elaborate on the pricing strategies specific to the rural market.
5. What are the key challenges in reaching rural markets ? How can companies address these bottlenecks ?
6. Discuss three successful rural centric distribution models.
7. Explain various forms of agro products processing .

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. (3×10=30)

8. Critically analyze the issue of fake products in rural markets. What are the different strategies that a rural marketer should adopt to handle this issue ?
9. What is probability proportion to size method (PPS) and why is it used in rural sampling ? Explain with examples.
10. Describe the different forms of folk media. What are the benefits of using folk media and also explain the critical points to be kept in mind while using folk media as the communication platform ?
11. Explain the role of APMC and Agriculture co-operative societies in Marketing Agricultural products.



## SECTION – C

**Compulsory Question :****(1×15=15)**

12. Case Study:

Sudesh Alagh is the Marketing Manager for the company “MFL-Fabric Division”, a part of MFL groups of companies. The company was doing well and had earned a name in selling reasonable variety of goods, good quality of readymade.

Garments for children and adults Sudesh received instruction from the Managing Director of the company to identify target market and work out marketing plan for selling garments in the rural market having a population of minimum 5000 and above.

Pre market survey indicated certain new realities.

- More than seven out of ten rural household's possess watches.
- One in fifty households has a color television set.
- Seven out of every hundred household own an electric iron.
- 70% of the sales of table and portable Radios, Bicycle and Cigarettes are from the rural market.
- Rural people are very particular when it comes to attributes and aspirations.
- Rural consumers are more brand loyal than the urban consumers.
- Rural consumers are even more particular about quality and value than their urban counterparts.

Since the survey indicated tremendous rural market potential waiting to be tapped “MFL” company decided to enter the rural market with new brand of readymade Garments tailored to suit the need of the Rural Market. The company also decided to advertise the product to ensure knowledge about the company and the readymade garments be made available soon in the market. This was to be supported with sales promotion programmes including wall poster, radio and television advertisement offers of small freebies.



For distribution the company decided to see that the product were available at the local shops, with arrangements to have an understanding with the local tailors who would be trained to make alterations to the ready-to-stitch and wear garments in various sizes, patterns and designs for rural customers interested in going for readymade garments. It was also decided to price the products reasonably to care of the competition from the unorganized sector.

However, since social sanction plays an important role in rural consumer behavior, the marketing manager Sudesh Alagh was keen to identify the reference group like the village 'mukhia' or panchayat head or local bank manager whose opinions carried out a lot of weight among the rural public. The views and facts expressed by such person can act as positive word of mouth advertising for the company.

**Questions :**

- 1) Do you agree with decision of the company to enter the rural market ? Why or Why not ?
  - 2) Evaluate the marketing plan of the company.
  - 3) Can you suggest any further improvement in the marketing plan ?
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