

MBA III Semester Regular Examinations November/December 2018

RURAL MARKETING

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

- 1 Many marketing companies find it difficult to tap the rural markets; most importantly, consumer demographics / profile is primary concern. Discuss how the profile of rural consumers is different from their urban consumers. [You may consider FMCG companies as your focus]

OR

- 2 How the rural consumer's buying process may differ from their urban consumers, while purchasing perishable products like vegetables?

- 3 Even today, while selling livestock like goats / cows / bullocks, rural buyers-sellers follow different practices. Illustrate few such practices you experienced.

OR

- 4 Rural places, still 'Auction method' of selling bulk agricultural products like rice / wheat is common. Write a short summary on it.

- 5 Write a short summary on national agricultural cooperative marketing societies.

OR

- 6 What are the key problems faced by public distribution system? Explain.

- 7 Self help groups are effectively used by corporate rather than government agencies. Critically examine this statement.

OR

- 8 Insurance companies have to develop new kind of insurance policies to cater the rural markets, particularly for crop insurance. Discuss the difficulties in terms of geographical diversity.

- 9 Illustrate various developments by corporate India using information & communication technology [ICT] advancements to cater rural markets.

OR

- 10 Why rural distribution is still unviable proposition for many marketing firms? Explain.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

In the recent years, mobile phone penetration in rural markets created new opportunities for marketers to reach out rural places. Internet penetration is also growing, while Smartphone user's growth created positive thoughts of using non-conventional methods to reach rural. Discuss the various marketing communication media in the context of rural marketing and their advantages and disadvantages.
