

NEW SCHEME

**Fourth Semester MBA Degree Examination, July 2007
Business Administration
Rural Marketing**

Time: 3 hrs.]

[Max. Marks:100

Note : Answer any FIVE full questions including Q-No.8
which is compulsory.

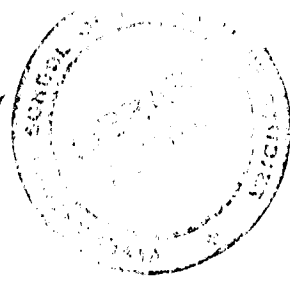
- 1 a. Define agricultural marketing. (03 Marks)
b. Discuss briefly the requirements of good rural credit system. (07 Marks)
c. Write a note on agrochemicals marketing. (10 Marks)
- 2 a. What are the common channels of distribution of fertilizers? (03 Marks)
b. How do Khadi and Village Industries Commission (KVIC) and Khadi and Village Industries Boards of different state governments help rural population? (07 Marks)
c. List out various problems of rural marketing and discuss any four of them, briefly. (10 Marks)
- 3 a. Define rural marketing. (03 Marks)
b. "Product positioning is highly difficult in rural market". Discuss. (07 Marks)
c. Mention any ten salient features of agricultural produce markets act. (10 Marks)
- 4 a. Write a brief note on occupation pattern of rural society. (03 Marks)
b. State the functions of NABARD. (07 Marks)
c. What is meant by social marketing? Discuss different approaches to bring desired change in behavior of society. (10 Marks)
- 5 a. Write a brief note on fertilizer subsidy. (03 Marks)
b. State the main responsibilities of national seed corporation. (07 Marks)
c. "Co-operative marketing societies need to be strengthened further". What are your suggestions for the same? (10 Marks)
- 6 a. What is meant by cooperative marketing? (03 Marks)
b. How cooperative marketing and processing societies are formed? Explain with Amul as an example. (07 Marks)
c. "Marketing of agricultural inputs is a specialized job". Comment. (10 Marks)
- 7 a. Why small unit packings are popular in rural areas? Give two examples. (03 Marks)
b. Discuss your suggestions for better marketing of fertilizers. (07 Marks)
c. Discuss the promotional strategies for rural market. (10 Marks)

8 Case Study (Compulsory)

Rao and Murthy were two business friends. That day Rao was angry and fed up because of the fact that the local buyer to whom he had delivered a large consignment of packed broilers had told him that he (local buyer) did not receive the price which could at least cover the cost of production. Murthy who listened to the agony of Rao told "I was in the main market an hour ago and the prices of broilers are up. There is something wrong here". Next day both Rao and Murthy were discussing the issue with the grumbling broiler producers. One of them said "These middle men create all problems. They buy low and sell high and pocket a profit". Others said "We need to eliminate these greedy middlemen. We must have our marketing facility and sell directly to the consumer". Rao interfered and cautioned "It would be a costly affair. Are we capable of wholesaling and retailing?" Murthy said "I am only a broiler producer; I am not a marketing man". One senior member in the meeting said "It may be risky and also complicated. Marketing involves lot of If's and But's".

Questions

- a. What would be your advice to Mr. Rao and Mr. Murthy about their entering into wholesale and retail business? (05 Marks)
- b. What are the advantages of eliminating middlemen in rural marketing in general and marketing of broilers and eggs in particular? (05 Marks)
- c. What are the disadvantages of eliminating middlemen in rural marketing in general and marketing of broilers and eggs in particular? (05 Marks)
- d. "Irrespective of the type of market, middlemen continue to exist" – Do you agree with this statement? Explain. (05 Marks)



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Fourth Semester MBA Degree Examination, Dec. 07 / Jan. 08
Rural Marketing

Max. Marks: 100

Time: 3 hrs.

Note : 1. Answer any **FOUR** questions from the first **SEVEN** questions.
2. **Q.No.8 is compulsory.**

- 1 a. Define 'Rural Marketing'. (03 Marks)
b. Explain the hierarchy of markets for rural consumers. (07 Marks)
c. Explain briefly the issues related to rural market environment. (10 Marks)
- 2 a. What are the channels of distribution or fertilizers? (03 Marks)
b. Explain 'Rural Areas Requirements'. (07 Marks)
c. Explain 'Thompson Rural Market Index'. (10 Marks)
- 3 a. Write a note on bio-fertilizer. (03 Marks)
b. Briefly state SWOT analysis of fertilizer market / industry. (07 Marks)
c. Explain the problems in 'Rural Marketing'. (10 Marks)
- 4 a. What is social marketing? (03 Marks)
b. What do you mean by co-operative society? Explain the effectiveness of co-operative marketing system in India. (07 Marks)
c. Explain 'marketing of consumables and durables' in rural areas. Also explain the contribution of rural market to all India market. (10 Marks)
- 5 a. Explain the term 'contract farming' with examples. (03 Marks)
b. What is NABARD? State the functions of NABARD. Also review NABARD's operations. (07 Marks)
c. Briefly explain 'Rural Marketing Strategies' in terms of marketing-mix elements. (10 Marks)
- 6 a. Write a note on 'Agricultural Exports Zone'. (03 Marks)
b. Explain how 'AGMARK' grading can be obtained and its importance in marketing. (07 Marks)
c. Write short notes on the following:
i) NAFED
ii) PDS
iii) NCDC. (10 Marks)
- 7 a. What is agricultural marketing? (03 Marks)
b. Explain the impact of financial institutions on rural markets. (07 Marks)
c. How do Khadi & Village Industries Commission (KVIC) and Khadi & Village Industries boards, help rural population? (10 Marks)

8 CASE STUDY:

BHOOMI: e-Wooing the Villager .

The Karnataka Bhoomi Project, the only scheme in the country to have computerized 20 million land records, is no longer going to remain just that. It is becoming the nucleus that will connect the villager with world around him.

Talks are on with BSNL to provide the much needed connectivity to set up Kiosks in a few villages. The Simputer Trust is in final discussions to supply the 'simple common man's computer to revenue officials. And, the revenue department will provide content i.e., details of the land to the village Kiosk owner.

This is the way it works: Today, the Bhoomi Project which connects 177 taluks (distribution points) earns a revenue of Rs.1 crore a month with about 7 lakh people shelling out Rs.15/- each to get a print-out of their land record. If you take this amount (Rs.1 crore) and divide it by 1000 villages, each village gets Rs.10,000/-. On a revenue sharing basis of say 60 : 40, Rs.6,000/- would go to the revenue department for the content it is giving to the village, while the rest (Rs.4,000/-) will go to the villager's kitty. No doubt, he will have to pay the rental and 50 paisa for each printer paper but atleast some money is ensured every month as well as ease of access to records at the village level itself.

Says additional secretary in the revenue department, Rajiv Chawla, 'If a villager is willing to set up a Kiosk in his village by paying BSNL the initial deposit of Rs.1000/- for a telephone connection, we will see that he gets access to the land record details of his own village and through this, he can earn a minimum of Rs.4,000/- per month by giving a print-out of the records to the land owners in the village.

The senior BSNL officials are excited about the project. "Once we have worked out the Virtual Private Network (VPN) rates, this project should get going", they said.

Meanwhile, simputer is also gearing for its rural onslaught, "With about 9,000 revenue officials going to around 27 thousand villages and getting crop information thrice a year by using the simputer, wherein data can be captured and updated immediately", says Vinay Deshpande, CEO, Encore Technologies, which is spearheading the simputer drive in the country.

With land record containing details of crops grown in specific areas, it is expected that companies to which such information is critical would pay money to obtain the database. Thus, revenue streams from a simple Bhoomi Project.

Questions:

- a. What is Karnataka Bhoomi Project?
- b. Discuss how Simputers will be used in the Bhoomi Project.
- c. What are the advantages and disadvantages of Bhoomi-Project?
- d. Explain the benefits of IT in other areas of rural marketing.

(20 Marks)

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Fourth Semester MBA Degree Examination, June-July 2009
Rural Marketing

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Explain the scope of Rural Marketing. (03 Marks)
b. Make distinction between Rural and Urban markets. (07 Marks)
c. Discuss the factors which have made rural market attractive. (10 Marks)
- 2 a. List out some rural development programmes, which have contributed to substantial improvement in income of the rural people. (03 Marks)
b. Briefly discuss the challenges for marketing of fertilizer Industry in India. (07 Marks)
c. Briefly discuss the factors influencing the rural marketing environment. (10 Marks)
- 3 a. How do you classify the Agro – Chemicals Market? (03 Marks)
b. Briefly explain the organization structure of Gujarat Co-operative Milk Marketing Federation (GCMMF). (07 Marks)
c. Briefly explain the problems in rural marketing. (10 Marks)
- 4 a. What are the characteristics of agricultural produce? (03 Marks)
b. How are the rural / cottage industries classified? (07 Marks)
c. How do Khadi and village industries boards of different states help the rural / cottage industries and rural artisans? (10 Marks)
- 5 a. What are the benefits of corporate farming? (03 Marks)
b. Briefly discuss the functions of NABARD. (07 Marks)
c. Explain the rural distribution strategy of Hindustan Unilever Limited. (10 Marks)
- 6 a. List any six different types of cooperative organizations.
b. Write a note on Kissan Credit Card Scheme.
c. Discuss the characteristics and benefits of cooperative marketing.
- 7 a. What are the unique characteristics of Indian Agriculture? (03 Marks)
b. Discuss some important points to be considered for developing product strategies in rural market. (07 Marks)
c. What is Social Marketing? Briefly discuss various approaches of social marketing. (10 Marks)

8 CASE STUDY :

Hindustan Unilever Pilot tested its latest information technology based marketing initiative, the I – Shakthi in Nalagonda district of Andhra Pradesh by installing net enabled computers in the home of Shakthi Dealers. (Shakthi Dealers are the members of the ‘Project Shakthi’, an innovative distribution system which was evolved by Hindustan Unilever Limited). This is an IT based rural information service that provides solution to the key requirements of rural people in the areas of Education, Vocational, Training, Agriculture, Health and Hygiene.

There is also an option of E – learning, to prepare pickle and curry powders. It provides information on crop protection, whether forecasting, cropping patterns in different weathers and integrated pest management.

Hewlett Packard provided the low cost software and Unilever London developed the consumer interactivity software, but the language content was developed locally by out sourcing.

Questions :

- a. Discuss the challenges the Hindustan Unilever Limited in promoting and implementing the concept. (08 Marks)
- b. Identify some non – conventional media through which concept can be promoted. (06 Marks)
- c. List out other ICT initiatives in the rural market by various institutions. (06 Marks)

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Fourth Semester MBA Degree Examination, May/June 2010
Rural Marketing

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.1 – Q.7.
2. Question No. 8 is compulsory.

- 1 a. Define rural marketing. (03 Marks)
b. Describe the evolution of rural marketing. (07 Marks)
c. Explain the impact of rural markets' environment on marketer's decision making. (10 Marks)
- 2 a. What are the myths about rural markets? (03 Marks)
b. What are the major problems in rural India? (07 Marks)
c. Describe the factors affecting rural consumer behaviour. (10 Marks)
- 3 a. Describe the role of Indian rural women. (03 Marks)
b. Discuss the attributes of rural researchers. (07 Marks)
c. Briefly explain the characteristics of rural consumers. (10 Marks)
- 4 a. Define "stickiness" in rural markets. (03 Marks)
b. Explain the structure of competition in rural India. (07 Marks)
c. Why is behavioural segmentation necessary in rural areas? Illustrate with examples. (10 Marks)
- 5 a. Define e-rural marketing. (03 Marks)
b. What are fake brands and how to counter fakes? (07 Marks)
c. Explain the future of rural marketing. (10 Marks)
- 6 a. What are haats and melas? (03 Marks)
b. Explain the challenges in rural communication. (07 Marks)
c. Discuss the emerging distribution models. (10 Marks)
- 7 a. Write a note on rural retail outlets. (03 Marks)
b. Discuss ITC's distribution model. (07 Marks)
c. Explain the rural product categories. (10 Marks)
- 8 A company producing a complete range of consumer durables has decided to promote the following products in rural market :
i) Sewing machine
ii) TV sets
iii) Mini generation sets
iv) Electrical appliances.
What are the advertising media options that would you suggest to the company as rural marketing consultant, in each case and why? (20 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 e.g., 2+8 = 50, will be treated as malpractice.

