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Hall Ticket No | | | | | | | | | | | Question Paper Code: CMB418

MBA IV Semester End Examinations (Regular) - April, 2019
Regulation: .–R16
Rural Marketing
Time: 3 Hours (MBA) Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Differentiate between rural and urban markets? What are their implication to marketing. [7M]
   (b) Define rural marketing research? Elaborate how rural market research is difficult from urban market. [7M]
2. (a) "Rural consumer are brand loyal", evaluate the statement and examine the adoptability of rural consumer. [7M]
   (b) How rural consumers are classified? and briefly explain their buying behavior. [7M]

UNIT – II

3. (a) Explain how social class can be base for segmentation. Give the benefits of such segmentation. [7M]
   (b) Examine the importance and possibilities of multi attribute segmentation. [7M]
4. (a) Briefly explain the classification of rural markets with examples. [7M]
   (b) Explain the role of regulated markets on marketing of agricultural products in Indian markets. [7M]

UNIT – III

5. (a) Discuss the product identity strategies used by rural marketers. [7M]
   (b) What are the different approaches to pricing? Briefly explain each of them. [7M]
6. (a) Define sales force management and explain the concept of sales force management. [7M]
   (b) Describe the different forms of local media available to rural marketers which one will be suitable to promote i) Fairness cream ii) Refrigerator [7M]

UNIT – IV

7. (a) Briefly explain the opportunities and challenges for marketing agricultural products. [7M]
   (b) Describe the role of council of state agricultural marketing boards in developing agricultural marketing. [7M]

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8. (a) "Government Intervention in agricultural marketing is inevitable" Substantiate your argument. [7M]

   (b) What are the aims and objectives of Directorate of marketing an inspection. [7M]

UNIT – V

9. (a) Describe the importance of agricultural credit policy in India. [7M]

   (b) Describe the role and importance of agricultural insurance in rural marketing. [7M]

10. (a) Discuss in detail any two types of crop insurance schemes in India. [7M]

    (b) Describe the role and importance of NABARD in rural development in India. [7M]

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