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

MBA IV Semester End Examinations (Regular) - May/June, 2018
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) Define rural marketing. Compare and contrast rural and urban markets. [7M]
   (b) Is rural marketing transactional or developmental in its approach? Explain the factors that make rural market attractive. [7M]
2. (a) Why marketers require the knowledge of consumer behavior? What are the limitations in knowing about rural consumers? [7M]
   (b) Draw a model of consumer behavior and explain the different elements of the model. [7M]

UNIT – II

3. (a) Explain the rationale for segmentation. "Marketing approaches vary with degree of segmentation" Elobraoate with examples. [7M]
   (b) What are the pre-requisites for effective segmentation? List the basis of segmentation. [7M]
4. (a) How do you segment markets based on geographical variables? Illustrate. [7M]
   (b) What is psychographic segmentation? Is it superior to other types of segmentation? Elaborate. [7M]

UNIT – III

5. (a) Identify the 3 levels of product decisions, stating a company of your choice. Explain its product mix decisions. [7M]
   (b) Explain the significance of pricing. Write the objectives of pricing. [7M]
6. (a) Define sales force management. Explain the activities of sales force which are in rural marketing. [7M]
   (b) List few rural marketing agencies in India. Discuss the challenges of sales force in rural market. [7M]

UNIT – IV

7. (a) What is agriculture marketing? Explain the objectives of agriculture marketing. [7M]
   (b) Describe the objectives and roles of Food Corporation of India. [7M]

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8. (a) Explain the role and importance of cooperative marketing in rural marketing. [7M]
   (b) Describe the objectives of National Institute of Agriculture Marketing. [7M]

UNIT – V

9. (a) Describe the institutional structure for Agricultural Credit Policy. [7M]
   (b) Elucidate the role and importance of NABARD in rural development in India. [7M]

10. (a) Elaborate the history and meaning of crop insurance in India. List a few crop insurance schemes in India. [7M]
    (b) What is agriculture insurance? Why agriculture insurance is considered as special line of insurance? [7M]

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