

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA (Sem.-3)
RURAL AND INDUSTRIAL MARKETING
Subject Code : MBA-905
M.Code : 70743

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students have to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Discuss in detail the scope of Rural Marketing.
2. Discuss in detail the role of IT cultivation.
3. Discuss any five factors affecting rural marketing.
4. Explain the concept of price administration and price leadership.
5. Discuss the nature of industrial marketing.
6. Why there is a need for channel designing?

SECTION-B

UNIT-I

7. *“Indian Rural Marketing has always been difficult to predict and consist of special uniqueness”*. In lieu of this statement discuss in detail the challenges and opportunities faced marketers in Rural India.

8. Elucidate in detail the size and structure of rural market in India. Also discuss the segmentation of Indian rural market.

UNIT-II

9. *“New Product development is a journey. It’s the road which leads to the actual product and then the actual product to the market”*. In support of this statement detail out the new product development for rural markets.
10. Explain in detail the rural retail channel management strategies and tactics with special reference to rural markets.

UNIT-III

11. *“The stages of Industrial Buying process are parallel those of the consumer buying process, but there are important differences that have a direct bearing on the marketing strategy”*. Comment on the statement by detailing out the industrial buying process.
12. Write detailed notes on :
 - a) Product portfolio analysis
 - b) Managing industrial product line

UNIT-IV

13. *“As the product progresses through its life cycle, changes in the marketing mix especially the prices usually are required in order to adjust to the evolving challenges and opportunities”*. Comment by discussing the pricing over product life cycle.
14. Explain the concept of Industrial marketing control. Elucidate in detail the different industrial marketing control strategies.

SECTION-C

15. Read the Case study and answer the following questions :

Do We Need Middlemen in Rural Marketing?

A.R. Rao was angry and fed up. He had just delivered a large consignment of packed broilers to the local buyer and understood that the prices he received did not even cover the costs of production. His business friend Kumar who was discussing with Rao

sympathized and said, “I was in the main market an hour ago and prices of broilers are up”. “There is something wrong here,” Both Rao and Kumar agreed. The next day Rao and Kumar met a number of other unhappy and grumbling broiler producers to discuss the problem. In the meeting, one of the members said: “it is the middlemen who create problems and get large business. They buy low, sell high and pocket our profit”. “What can we do about it?” said Kumar. One member suggested “we need to eliminate the greedy middlemen from the rural market. We must operate our own marketing facilities and sell direct to customers or end users. This is the only way we can get 100% of consumer’s money”. Rao interferred and cautioned – “It would cost a lot of money. Are we capable of entering into wholesaling and retailing?” Kumar replied, “That is not my cup of tea. I am a chick and broiler producer. I am not a market man”. An elderly villager in the meeting said: “It sounds risky and complicated. Marketing has so many ifs and buts and the area are vast”.

Questions :

- a. What advice will you give to Rao, Kumar and their friends in broiler marketing or on their plan of entering into wholesale and retail business?
- b. What are the pros and cons of the proposal to eliminate middlemen from rural marketing? Discuss with reference to poultry, eggs, broilers and the meat business.
- c. Examine the factors influencing channel design decisions.
- d. How do you select channel members?

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.