

Code: 17E00313

MBA III Semester Supplementary Examinations May 2019

**RURAL MARKETING**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 Rural consumers are not poor; but value conscious. In the recent years, mobile phones & mobile communication providers proved it by the market penetrations. However, there is a huge untapped market in rural India. Critically examine this statement.

**OR**

- 2 If you were appointed as marketing manager for washing machine manufacturing/marketing firm, what kind of consumer classification you would like to use? Discuss.

- 3 Selling agriculture outputs is not an easy task in rural markets; discuss various issues associated with marketing of such products.

**OR**

- 4 Rural consumers use 'Rural Mandi' as place for buying & selling bulk agricultural products. Write a short note on operations/workings of Mandis.

- 5 Write a short summary of state agricultural marketing boards.

**OR**

- 6 What are the advantages of public distribution system in rural contexts?

- 7 Self help groups play major role in reaching rural markets. Critically examine this statement.

**OR**

- 8 Creating agricultural insurance produces provide an array of challenges to insurance companies due to geographical diversity. What kind challenges faced by the companies?

- 9 What is rural marketing? Explain the need, scope and process of rural marketing in present day context.

**OR**

- 10 Brands like Airtel/Jio/Vodafone created good infrastructure to penetrate into rural markets. But for FMCG and white goods, still it is a million dollar question. Discuss various bottlenecks faced by these companies creating rural infrastructure.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case Study:**

Government initiatives are keen to develop rural markets. In the recent years, all the states and central government took series of measures in uplifting rural places. Discuss various government initiatives in creating rural market as vibrant.

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