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**M.B.A. DEGREE EXAMINATION, MAY – 2018****Third Year****B-MARKETING MANAGEMENT (Optional)****Rural Marketing****Time : 3 Hours****Maximum Marks :70****SECTION - A****Answer any three questions.****(3 × 5 = 15)**

- Q1)** a) Rural marketing.  
b) Rural marketing research.  
c) Product modification decision.  
d) Manage design.  
e) Physical distribution process.  
f) Buyer behavior.

**SECTION - B****Answer any three questions.****(3 × 15 = 45)**

- Q2)** Discuss the significance of understanding rural environment.
- Q3)** Explain factors effecting rural buyer behavior.
- Q4)** Discuss steps involved in product development for rural markets.
- Q5)** Explain the role of traditional media in promoting rural products.
- Q6)** Explain dynamics of distribution process.
- Q7)** Explain various participants in the rural distribution process.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8) Case Study:**

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 sympathised 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 interfered 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 if and buts and the area are vast".

**Questions:**

- 6 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?
- 7 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.
- 8 Examine the factors influencing channel design decisions.
- 9 How do you select channel members?

