



PG – 612

IV Semester M.B.A. Degree Examination, June 2009  
(2007 Scheme)

M-4: RURAL AND AGRICULTURAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions. **Each one** carries **two** marks : (6×2=12)

1. a) Mention any two constraints in rural marketing.
- b) What is market segmentation ?
- c) What is meant by discriminatory pricing ?
- d) What is product positioning ?
- e) Define Marketing Intelligence System.
- f) What is SKU ?
- g) What is brand loyalty ?
- h) Give a meaning of e-rural marketing.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks : (8×3=24)

2. Discuss the characteristics of Rural marketing.
3. Explain the strategies to build brand in Rural Marketing.
4. Explain the steps involved in designing message for
  - Readymade garments.
  - Watches and make appropriate decision for rural markets.
5. Design a marketing mix for any consumer durable of your choice and justify your decision.
6. Critically analyse the role of Agriculture in Rural economy.

SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks : (2×12=24)

7. Discuss the factors that influence the rural consumer behaviour and the consequent decision making.
8. Discuss the approaches for segmenting rural market in India.
9. Compare and contrast the e-Choupal model of ITC with HLL's project Shakti models to reach deep into rural markets in a cost effective manner.

P.T.O.



## SECTION – D

Case Study :

15

## 10. RUF and TUF Jeans

India's leading denim manufacturer, Arvind Mills, achieved the expansion of its consumer base, with a new brand tailored for specifically the rural market. It required not only a new product but also a new distribution approach.

i) **Consumer preference** : Market Research Revealed.

a) Many in rural areas found even the cheapest branded jeans beyond their means.

b) There is skepticism towards readymade products among rural Indians.

ii) **Product** : The result : ready-to-stitch jeans for the first time priced @ Rs. 195/-, as against the unorganised sector's range of Rs. 150–350, the kit included a denim trouser length with specific tailoring instructions and the branded zipper rivets and buttons that distinguish from mere denim trousers in the consumer's mind.

iii) **Distribution** : was the critical issue. Not only the product be made available but also the expertise to tailor it is to be created. Success depended on local tailor's finesse. The product was made available in villages with a population as small as 5000. Local cloth shops were used as retailer outlets.

Seminars were organised to train tailors in denim fits and inform them about the changes required in regular sewing machines for stitching jeans. The additional machine accessories were initially provided free of cost and later at a subsidised rate.

**Outcome** : Consumer feedback showed that nearly 75% were first time jean wearers, R and T shirts as well as readymade, jeans were launched for the slightly more evolved consumer who demanded jeans specifics like the right wash. Cotton and formal trousers are now on the anvil.

**Questions:**

- 1) Trace the reason for the success of R and T in Rural India.
- 2) Which other companies do you think can emulate the strategies of Arvind Mills ?



**IV Semester M.B.A. (Day) Examination, June/July 2010**  
**(2007-08 Scheme)**  
**M-4 : RURAL AND AGRICULTURAL MARKETING**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

1. Answer **any six** questions. **Each** carries **two** marks. (6×2=12)
- a) Define rural marketing.
  - b) Define product personality.
  - c) What is segmentation ?
  - d) List two pricing strategies.
  - e) How do you classify agricultural products ?
  - f) List any promotion strategies for rural.
  - g) What are terminal markets ?
  - h) What is E-Choupal ?

**SECTION – B**

Answer **any three** questions : (3×8=24)

- 2. “Rural Marketing is a two-way marketing process” – Substantiate.
- 3. Discuss the rural market environment.
- 4. What are the major problems in rural marketing ?
- 5. Explain the product strategies for rural market.
- 6. Describe the role of opinion leaders in influencing rural buyers.
- 7. Why do imitated products enter rural markets easily ?

**P.T.O.**



## SECTION – C

Answer **any two** of the following questions :

(2×12=24)

8. Discuss the importance of the study of rural marketing.
9. Explain the various benefits of rural marketing.
10. Explain different channels that are used for the distribution of goods in rural areas.

11. CASE STUDY

15

**The New Decision Maker**

“It is the youngsters who decide what to buy. And it is not the urban markets one is referring to”.

So you think that the village elder is the most influential decision-maker in the rural household today. Surprise, surprise. It is not. “Decision-making is shifting towards the younger population,” says Pradeep Lokhande, director, Rural Relations. There are many shopkeepers who come to know of new products from these young children and then stock them up in their shops. “The wide reach that television has is one major reason for this shift,” adds Lokhande.

This shift has triggered many changes and has affected the buyers as well as the sellers. A couple of years ago, typically, shops in the rural areas offered goods and brands that the shopkeeper was aware of. The choice was limited, but the buyers’ market syndrome has hit rural households too. The young probing and thinking minds have triggered many changes on this front. No longer can the shopkeeper pass on what he has, he has to stock brands and products that are being asked for now.

So what will be the effect of this shift ? The immediate effect is being felt in the way these children and the growing population is targeted, there are many promotional activities that are carried out in the schools. “We did a promotional activity for Lifebuoy in the schools and the results were amazing”, comments Lokhande. This is just the beginning, there are many marketers who are targeting the younger lot to reach out and increase their market share in these regions. “The shift had to happen with more village children going to schools and improvement in infrastructure facilities in these regions,” says Lokhande.



The advertising front too is experiencing a shift and focusing on the younger generation. Remember the Pepsi ad with Sachin Tendulkar in a rural background some time back ? “The shift had to take place to attract the right audience,” comments Lokhande. Today, there are many versions of advertisements that are aired to suit the appropriate target in the rural areas and the vernacular advertisements are well received. It is becoming evident that the marketing mix is focusing itself towards the new rural decision makers.

The shopkeepers on their part are finding it equally difficult to cope with the ever changing demands of the young ones, this has made them more competitive in the way they approach the buyers. The increasing number of regional cable channels too are playing a major role and provide the young decision makers with a medium to know about new products and brands that are fast evolving.

The new scenario is making the markets very competitive for the consumers as it offers him a wide range to choose from. “The exposure has helped people to look at products differently,” says Lokhande. The effect seems to be working well with many advertisements now targeting the younger generation exclusively and also involving them in building up strategies for expansion.

With computer education spreading to the rural regions and the wide reach that the Internet offers, the coming days could just break all the myth that surround decision making in rural markets and the potential that these markets have. Already, Lokhande has come up with the idea to supply computers for school children in the interiors offering them the seamless scope to explore and probe new trends and market situations existing in the urban areas.

In the days to come, rural consumers are going to be younger and far more choosy when it comes to making purchases. It will thus become imperative for marketers to focus on these new young target audience.

#### Questions for Discussion

- 1) Explain the role of ‘Village elder’ as the most influential decision maker in the rural household today.
  - 2) Explain the role of ‘youngsters’ in decision making process in rural families.
  - 3) ‘Rural consumers are going to be younger and far more choosy when it comes to purchases.’ Discuss the statement in the light of the above case.
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IV Semester M.B.A. Degree Examination, June 2011

(2007-08 Scheme)

MANAGEMENT

M-4 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** sub-questions. **Each** carries **two** marks.

(6×2=12)

1. a) What is the scope of Rural Marketing ?
- b) Mention the important rural development programs aimed at reducing poverty in rural areas.
- c) Who are the opinion leaders in Rural Markets ?
- d) Name the media vehicles in rural markets.
- e) Define “Agro-processing unit”.
- f) Define regulate market.
- g) What is rural branding ? Give examples.
- h) What are the channels for Agro-products sales ?
- i) What is meant by commodity market ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks.

(3×8=24)

2. Explain the difference between rural and urban consumer behaviour.
3. Describe the bases for rural market segmentation.
4. Explain the factors influence on innovation adoption in rural markets.
5. Explain the agro-products marketing channels in India.
6. Explain the marketing environment for Indian Fertilizer Industry.

P.T.O.



## SECTION – C

Answer **any two** questions. **Each** carries **twelve** marks. (2×12=24)

7. What is the taxonomy of rural markets in India ? Explain the revolution of rural marketing over a period of time.
8. Outline the profile of Indian rural consumers. Also explain the challenges and opportunities in rural India.
9. Explain the modifications needed in the marketing mix of an urban marketer to be successful in rural markets.

## SECTION – D

10. Case Analysis (**Compulsory**) : 15

The state poultry industry is reeling under losses. Thanks to the Cauvery water row and Veerappan impasse, inter-state poultry movement has been hit. Various reasons, including the auspicious Hindu month of Bhadrapada in the southern states, have kept consumers from relishing their non-vegetarian favourite.

Chicken prices have dipped to a low of Rs. 28 per kg, as against nearly Rs. 50 six months ago. Wholesale traders say their farm lifting rate is only Rs. 19 per kilo, the lowest in the last five years.

Farmers, traders and retailers are crying foul at a number of reasons for the disturbed transaction of their stock, both in the local market and with neighbouring states, particularly Tamil Nadu.

Interestingly, although production has been very high this year, quality has dipped because of an erratic summer-like situation this season. “As a result, the net weight of each bird is low”, traders and farmers lament.

Wholesalers are faced with an unusual problem this time. “Due to lack of movement, stocks are pilling up with us. We are unable to provide conducive conditions for the birds and they are dying in the process. The birds also lose weight in the makeshift godowns, leading to severe loss”, wholesaler Ibrahim from Shivajinagar said.

Another reason why small-time farmers are unable to sell their stock are the sky-rocketing rates of poultry feed, such as maize and soya. “The cost of rearing our stock per kilo in seven weeks comes to Rs. 28, while the existing farm lifting rate is Rs. 19 per kg”, rued Narayanappa, farmer from Devanahalli.

Left with no choice, small-time farmers from Tumkur, Kolar, Devanahalli, Hosur and surrounding areas are giving their farms on contract basis to big players like VHL, Suguna, Shanti and others.

There is no official body to control poultry prices. “The production efficiency of poultry in South India is the best in the world but we often lose out on marketing our produce”. Dr. Deve Gowda, vice-president of the International Poultry Association and Division Head, Animal Sciences at UAS said.

With the cost of poultry feed due to fall with the approaching harvest season and the beginning of Dasara, traders and farmers hope their woes will end by mid-October.

**Questions :**

- 1) Explain low environmental factors affect business.
- 2) Bring out cost calculations and difference in percentage.
- 3) What alternate efforts should be made to overcome such problems of costs ?



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IV Semester M.B.A. Degree Examination, June/July 2012  
(2007-08 Scheme)

Management

M – 4 : RURAL AND AGRICULTURAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any 6** of the following. **Each** sub-question carries **2** marks. (6×2=12)

1. a) Define Rural Marketing.
- b) What is an e-choupal ?
- c) What do you mean by opinion leadership ?
- d) What is a conventional media ?
- e) What is a Regulated market ?
- f) What is AGMARK ?
- g) What is a commodity market ?
- h) What do you mean by a Regulated Market ?

SECTION – B

Answer **any three** of the following. **Each** question carries **8** marks. (3×8=24)

2. Analyse the scope and characteristics of Rural Markets.
3. Bring out the factors influencing Rural Consumer Behaviour.
4. What are the different channels of distribution used in Rural Marketing ?
5. Critically examine the role and problems of Regulated Markets.
6. Give a brief account of the Agro processing sector in India.

P.T.O.



SECTION - C

Answer any two of the following. Each question carries 12 marks. (2x12=24)

- 7. Explain the stages involved in Rural consumer buying process.
- 8. Bring out the role of Media in Rural Marketing.
- 9. Explaining the different basis of segmenting Rural Markets.

SECTION - D

Case Study (compulsory) (1x15=15)

Zora-B Ltd. is planning to launch packed drinking water in Rural Markets of Mangalore District. You are required to plan its marketing strategy in terms of product, price, promotion and distribution. Make assumptions wherever necessary.

(c) What do you mean by opinion leadership?

(d) What is a conventional media?

(e) What is a Regulated market?

(f) What is AGMARK?

(g) What is a commodity market?

(h) What do you mean by a Regulated Market?

SECTION - B

Answer any three of the following. Each question carries 8 marks. (3x8=24)

- 1. Analyse the scope and characteristics of Rural Markets.
- 2. Bring out the factors influencing Rural Consumer Behaviour.
- 3. What are the different channels of distribution used in Rural Marketing?
- 4. Critically examine the role and problems of Regulated Markets.
- 5. Give a short account of the Agro processing sector in India.



IV Semester M.B.A. (Day) Degree Examination, June/July 2013  
(2007-08 Scheme)

Management

M4 : RURAL AND AGRICULTURAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any six questions :

(6×2=12)

1. a) What do you mean by Rural Marketing ?
- b) What is rural area ?
- c) Mention the phases in the evolution of rural marketing in India.
- d) What are the four market segmentation for rural market ?
- e) What do you mean by Haath ?
- f) What is rural branding ?
- g) What is regulated markets ?
- h) What do you mean by agricultural marketing ?

SECTION – B

Answer any three questions :

(3×8=24)

2. Bringout clearly the problems and constraints in rural marketing.
3. Define rural consumer. Explain the factors that influence rural consumer behaviour.
4. Outline the objectives and strategies of rural pricing.
5. Explain the trends and defects in agricultural marketing.
6. Describe the role of regulated markets in the changing scenario.

SECTION – C

Answer any two questions :

(2×12=24)

7. Outline the classification and characteristics of rural consumers.
8. Describe the role of media in rural markets.
9. Bringout clearly the scope and future prospects of food processing sector in the Indian context.

P.T.O.



## SECTION - D

## 10. Case Study (Compulsory) :

(1×15=15)

The transformation of India's milk industry began around 1946, when the Khira District Milk Cooperative, located in the state of Gujarat, set up its own processing plant under the leadership of Verghese Kurien and created the brand Amul, today one of the most recognized in the country. Unlike the large industrial dairy farms of the West, in India, milk originates in many small villages. Villagers may own only two to three buffaloes or cows each and bring their milk twice a day to the village collection center. They are paid every day for the milk they deliver, based on fat content and volume. Refrigerated vans transport the milk to central processing plants, where it is pasteurized. Railroad cars then transport the milk to major urban centers.

The entire value chain is carefully managed, from the village-based milk production to the world-scale processing facilities. The Khira District cooperative provides such services to the farmers as veterinary care and cattle feed. The cooperative also manages the distribution of pasteurized milk, milk powder, butter, cheese, baby food, and other products. The uniqueness of the Amul cooperative is its blending of decentralized origination with the efficiencies of a modern processing and distribution infrastructure. As a result, previously marginal village farmers are earning steady incomes and being transformed into active market participants. Twenty years ago, milk was in short supply in India. Today, India is the world's largest producer of milk. According to India's.

National Dairy Development Board, the country's dairy cooperative network now claims 10.7 million individual farmer member owners, covers 96,000 village-level societies, includes 170 milk-producer unions, and operates in more than 235 districts. Milk production has increased 4.7 percent per year since 1974. The per capita availability of milk in India has grown from 107 grams to 213 grams per day in 20 years.

- a) Despite this concept succeeding in India, why the replication of the same in other rural markets are not successful? Comment.
- b) Do you think corporatisation of cooperative system will help marketers focus more? Justify.



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IV Semester M.B.A. Degree Examination, July/August 2014  
(2007-08 Scheme)  
MANAGEMENT  
M-4 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 75

*Instruction : Answer questions in all Sections.*

SECTION – A

Answer **any six** questions. Each carries **two** marks.

(6×2=12)

1. a) Why Rural Marketing is a two way process ?  
b) What is Rural Market Index ?  
c) Name the 4 A's in rural market.  
d) What are Haats ?  
e) What is Market segmentation ?  
f) Define Agricultural Marketing.  
g) What is price sensitivity ?  
h) What is syndicated distribution ?

SECTION – B

Answer **any three** questions. Each carries **8** marks.

(3×8=24)

2. Briefly explain the scope of Indian rural market.
3. What are the important factors which influence the rural buying behaviour ?
4. How product mix decision in rural marketing is different from urban marketing ?
5. "Rural marketing is all about distribution management" – Critically evaluate the statement.
6. Explain the channel alternatives available for agricultural marketing.

P.T.O.



SECTION – C

Answer **any two** questions. **Each** carries **12** marks.

**(2×12=24)**

7. Discuss the opportunities and challenges in brand building exercise in rural markets.
8. Explain the various communication tools that can form part of the rural marketing mix strategy.
9. Outline the food processing scenario in India. Also highlight the role food processing sector in rural development.

SECTION – D

**Compulsory**

**15**

10. Assume that you are a rural marketing consultant, you have been working on designing promotion and distribution strategy for the following products :
  - 1) Fertilizer
  - 2) Branded seeds

Design alternative distribution and sales promotion strategies. Also highlight the constraints.

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**IV Semester M.B.A. Degree Examination, June/July 2015**  
**(2007-08 Scheme)**  
**MANAGEMENT**  
**M-4 : Rural and Agricultural Marketing**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

1. Answer any six of the following questions. Each carries 2 marks : (6×2=12)
- Define Rural Marketing.
  - What are reference groups ?
  - What are spell-alike products ?
  - What is product-bundle pricing ?
  - What is syndicated distribution in rural markets ?
  - What is conventional media ?
  - What is un-regulated market ?
  - What is agricultural marketing ?

**SECTION – B**

- Answer any three questions. Each question carries 8 marks : (3×8=24)
- “Future lies in rural markets” Discuss with illustrations.
  - What were the major changes in rural infrastructure in recent years ? What opportunities will they provide to rural markets ?
  - Differentiate between rural and urban consumer behaviour.
  - Explain the key challenges in reaching rural markets.
  - Discuss on the pricing strategies specific to the rural markets.

P.T.O.



## SECTION – C

Answer **any two** questions. **Each** question carries **12** marks :

(12×2=24)

7. Describe the different bases for segmenting rural consumer markets.
8. Identify two products each in the successful and failed categories in rural markets and discuss the factors that contributed to their success and failure.
9. Explain the scope, problems and prospects of agricultural marketing in India.

## SECTION – D

10. Case study (**Compulsory**) :

(1×15=15)

In India, 70 per cent of the Indian population – 800 million – living in approximately 600,000 villages is considered rural. Rural people mostly live in inherited houses which is not the case with their urban counterparts. Rural India lacks basic infrastructure such as electricity and roads. The rural population continues to be largely illiterate with low exposure to products and services.

However, rural India is gaining importance as it accounts for 56 per cent of the total income and 64 per cent of total spending in India. Today, more than 50 per cent of FMCG and durables, 100 percent of agricultural inputs and 40 per cent of two-wheeler sales come from rural markets.

There is unity in diversity present in the country in terms of religions, ethnic groups, languages and dialects. At the same time, There is huge potential vested in the rural as a result of which marketers are going rural.

**Discussion Questions :**

- 1) Despite the diverse heterogeneous nature of rural markets, why are marketers focusing on rural markets ?
- 2) How should marketers tackle the huge diversity seen in rural markets ?
- 3) What steps should a company take to tap the huge potential in rural markets ? Discuss this with regard to the 4 Ps of marketing.

IV Semester M.B.A. Degree Examination, July 2016  
(2007-08 Scheme)  
**MANAGEMENT**  
**M-4 : Rural and Agricultural Marketing**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

1. Answer **any six** sub-questions **each** question carries **2** marks : **(6×2=12)**
- What are the 4A<sup>s</sup> of Rural Marketing ?
  - What is a reference group ?
  - What do you mean by mass market strategy ?
  - What is target market ?
  - What do you mean by price sensitivity ?
  - What is syndicated distribution ?
  - What is AICDA model of Communication ?
  - What is a regulated market ?

**SECTION – B**

- Answer **any three** questions. **Each** carries **8** marks : **(3×8=24)**
- How do urban and rural consumers differ in their behaviour ?
  - Explain the challenges existing for organisations that are contemplating to enter rural markets.
  - What are the key elements brand building in rural markets ?
  - Discuss the internal and external factors considered while setting the price of a product.
  - What are the Key challenges in reaching the rural markets ? How can companies address these bottlenecks ?

P.T.O.



SECTION – C

Answer any two of the following questions. Each carries 12 marks. (2x12=24)

7. Discuss the different bases for segmenting rural consumers.
8. Explain the various communication tools that can form part of the rural communication mix strategy.
9. Why is agricultural marketing complicated in India ? What strategies would you recommend for promoting agricultural marketing ?

SECTION – D

Case study :

15

10. Read the following case and answer the questions given at the end :

Coca-Cola India adopted an innovative two-pronged approach in 2002 to gain a foothold in rural markets. It devised an innovative pricing strategy to attract price sensitive rural consumers, which was backed by the rural-centric “thanda matlab Coca-Cola” marketing campaign featuring the Bollywood star, Aamir Khan.

Adopting an aggressive pricing strategy, the company reduced the price of a 200-ml bottle by half to INR 5 – a psychological price point which worked in favour of the brand. A higher price than this means a consumer has to shell out a 10-rupee note which they tend to spend entirely, already having spent INR 7-8 on the bottle of Coca-Cola. This is why most rural consumers refrained from buying a cold drink in the past. Coinage pricing (at INR 5) addresses this psychological barrier. The use of the Hindi word thanda – meaning cold – in the marketing slogan clearly established that Coca-Cola was actively wooing the rural consumer. The combination of clever pricing and astute marketing worked to Coca-Cola’s advantage in rural markets.

The accompanying video shows how Coca-Cola used its pricing strategy effectively to gain impressive growth in rural markets. It also describes how the products were distributed in remote rural markets to meet the consumer demand generated through the campaign. The low price spurred sales and the 200-ml bottle created a new market by driving adoption of packaged beverages in rural India.

**Discussion Questions :**

- 1) What were the critical success factors for Coca-Cola in rural markets ?  
How did the competition respond to this strategy ?
- 2) Identify two major brands which adopted a similar pricing strategy to crack rural markets.