

**M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS  
: SUMMER - 2019**

**SUBJECT: RURAL MARKETING (AGRIBUSINESS MANAGEMENT)**

Day: Friday  
Date: 17/05/2019

**S-2019-2209**

Time: 02.00 PM TO 05.00 PM  
Max. Marks: 60

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**N.B.:**

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
  - 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
  - 3) Answer to both the sections should be written in **SAME** Answer book.
  - 4) Draw a labeled diagram WHEREVER necessary.
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**SECTION - I**

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What are the features of rural markets?

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What are the lessons to be learnt from ITCs E-Choupal initiative?

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Explain Pricing Strategy for marketing in rural India.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Target Marketing for Rural Markets is a prime factor. Comment.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Rural Vs. Urban Market
- b) Buyer Characteristic
- c) Agmarknet

**SECTION - II**

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

The biggest challenge today is to develop a scalable model of influencing the rural consumers' mind. Explain.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Using demographical variables, explain market segmentation for

- a) TVs
- b) Cosmetics
- c) Tooth Paste

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Explain Promotional Mix concept and Push-Pull Strategy for Rural Markets Consumers.

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