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M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS :  
SUMMER - 2018

SUBJECT : AGRIBUSINESS MANAGEMENT 1) RURAL MARKETING

Day **Thursday**  
Date **24/05/2018**

**S-2018-1833**

Time : **10.00 AM TO 01.00 PM**  
Max. Marks : 60

**N.B.**

- 1) Attempt **ANY THREE** questions from Section I and **ANY TWO** from Section II.
- 2) Figures on the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SEPARATE** answer book.

**SECTION - I**

- Q.1** Explain the features of Indian rural market. (10)
- Q.2** What are the major disparities between urban and rural markets in India? (10)
- Q.3** Explain the various bases of rural market segmentation. (10)
- Q.4** Discuss the different methods of pricing for rural markets. (10)
- Q.5** Write short notes on **ANY TWO** (10)
- a) Objectives of pricing
  - b) e- Choupal
  - c) Communication media for rural markets
  - d) Distribution channels for rural markets in India

**SECTION - II**

- Q.6** Rural markets in India face the problem of brand imitation. Many popular brands are facing the problem of fake products that are cluttering the rural market and confusing the rural consumers. As a marketing manager of a FMCG product company, how would you communicate your brand to the rural customers and position it? (15)
- Q.7** "In urban markets the customer retention strategy focuses on reducing churn, in rural markets sustaining the product use through an efficient after-sales service is the main concern". (15)  
Elaborate above statement in the light of marketing strategies implemented by two-wheeler manufacturers in rural markets.
- Q.8** HLL has started the project 'Shakti' for marketing their products as well as empowering the rural women. Explain this innovative distribution channel developed by HLL for the marketing of the products in rural market. (15)

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