

Roll No.

**MBA-10/PGDMM-10(Master of Business Administration/PG
Diploma in Marketing Management)
Fourth/Second Semester Examination 2012
MM-2207
Rural Marketing**

Time: 3 Hours

Maximum Marks: 60

Note: The question paper is divided into three sections A, B and C.

Section A

(Long Answer Questions)

Note: Answer any two questions. Each question carries 15 marks.

2×15 = 30

1. Discuss in detail the profile of rural consumers and how is it different from their urban counterpart.
2. Discuss the benefits and limitations of cooperatives in rural marketing.
3. There is a huge untapped market in rural India. Critically examine this statement.
4. Discuss the various marketing communication media in the context of rural marketing.

Section B

(Short Answer Questions)

Note: Answer any 4 questions. Each question carries 5 marks.

4×5 = 20

- 5- Answer any four (4) of the following.
- 5.1 Discuss the 4-A model of rural marketing mix.
 - 5.2 Discuss internet as medium of marketing communication for rural market.
 - 5.3 Companies will have to innovate for achieving greater penetration in rural market. Explain with examples.
 - 5.4 Discuss the problems associated with marketing of agri-produce.
 - 5.5 Discuss the concept of Customer Relationship Management in rural context.

- 5.6 What is NAFED? Discuss its objectives and activities.
- 5.7 Explain the concept of Self Help Groups. How does it help in development of agricultural finance?
- 5.8 Discuss the important traits of rural sales persons.

Section C

Objective Questions (Compulsory)

Note: Answer all questions. Each question carries 1 mark.

1×10 = 10

6- Write true /False against the following

1. Rural India presents a homogeneous market. (True/False)
2. Rural consumer, in general, is more sensitive to product prices than the urban consumer. (True/False)
3. _____ is defined as the process of dividing a quantity of same kind of produce into uniform groups according to the many standards of size, shape, colour, texture or other significant characteristics.
4. Gujrat Cooperative Milk Marketing Federation Limited, the most successful cooperative, owns the brand _____ of milk products.
5. NABARD stands for _____.
6. Name the company which initiated the project widely known as e-choupal.
7. “Fortune at The Bottom of The Pyramid” is the book written by _____.
8. Which of the following factors influence the prices of agricultural commodities:
 - (a) Inadequate storage facility
 - (b) Uncertainty of supply
 - (c) Superfluous middlemen
 - (d) all of these.
9. Which of the following is not an agricultural input:
 - (a) Seed
 - (b) Tractor
 - (c) Pesticides
 - (d) None of these
10. Which is the following is the quality certification mark for agricultural produce:
 - (a) BIS
 - (b) AGMARK
 - (c) ISO 20000
 - (d) ISI