



**III Semester M.B.A. (Day and Eve.) Examination, May/June 2025
(CBCS) (2022 – 23 and Onwards)**

MANAGEMENT

**Paper – 3.4.3 : Rural and Agricultural Marketing
Equivalent to 3.4.3 : Rural and Agricultural Marketing (Old Scheme)**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five of the following. Each question carries five marks. (5×5=25)

1. Write a short note on the evolution of rural marketing in India.
2. Differentiate between mass media, non-conventional media and personalized media in rural communication.
3. What are the key components of an effective rural marketing strategy ?
4. Describe the traditional distribution channels for agricultural products.
5. Define cooperative marketing and what are the objectives of cooperative marketing.
6. Why is personal selling more effective in rural areas compared to mass media advertising ?
7. How do Public-Private Partnerships (PPP) involving government and NGOs enhance rural market access ?

SECTION – B

Answer any three questions. Each question carries ten marks. (3×10=30)

8. “Positioning in rural markets is not just about communication, but about the complete experience offered to the consumer”. Critically evaluate this statement with examples from Indian rural markets.
9. Design a rural marketing research plan for launching a new dairy-based health drink. Include objectives, sampling methods and data collection tools.
10. Explain the role of packaging, labeling and unit sizing in rural product strategies. Why is customization critical in rural markets ?
11. Explain the concept of contract farming in India. Highlight its role in strengthening the linkage between farmers and agri-business firms.



SECTION – C

12. Compulsory question.

(1x15=15)

Dabur – Customizing Ayurveda for Rural India

Dabur India Ltd., one of India's oldest and most respected FMCG brands, has deep roots in traditional Ayurvedic science. With a product portfolio that spans personal care, health supplements, oral hygiene, and packaged foods, Dabur has long been associated with wellness and trust. While the brand initially gained its foothold in urban India, it soon recognized the vast untapped potential of rural markets, where over 65% of India's population resides.

Rural India presents both opportunities and complexities. On the one hand, there's a growing awareness of health and hygiene, rising disposable incomes and increasing aspirations. On the other, challenges such as limited infrastructure, media reach, price sensitivity and traditional consumer behaviour make rural marketing a nuanced task.

Dabur's entry into rural markets was marked by product innovation, value pricing and grassroots-level communication strategies. The brand reformulated several products to cater to local tastes and preferences and introduced small, affordable SKUs to penetrate deeper into low-income households. Simultaneously, the company invested in distribution models that could handle the unique geography and retail ecosystem of rural India, including haats, kirana stores and van-based selling.

Dabur also emphasized culturally aligned promotional techniques, using regional languages, folk media and health awareness campaigns to build trust. The brand's success in rural markets reflects a blend of Ayurvedic tradition, modern marketing and a deep understanding of rural consumer behaviour.

Questions :

- a) What unique challenges does a company like Dabur face while entering and expanding in rural markets ?
- b) How does the use of Ayurvedic positioning help Dabur connect with rural consumers ?
- c) In what ways can Dabur further leverage technology to strengthen its rural distribution and promotion efforts ?