

Roll No. 170186201

Total Pages : 2

OMMS/M-19

13045

## RURAL AND AGRICULTURE MARKETING

Paper : MM-405

Opt. (iv)

Time : Three Hours]

[Maximum Marks : 70

**Note :** Attempt *eleven* questions in all, selecting *eight* questions (5 marks each) from Part-A and *three* questions (10 marks each) from Part-B.

**PART-A**

1. Explain the concept of Rural market and its implications for marketing professionals.
2. "Indian rural markets are heterogeneous." Comment.
3. Why does an organisation need to modify its product while targeting it to the rural markets.
4. "Rural market is a goldmine laid with thorns." Comment.
5. What are the challenges associated with distribution in rural markets ?
6. Why there is a need for MSP to the agricultural produce ?
7. Explain main categories of Agricultural inputs.

8. Define Brand. How branding is relevant to the rural markets ?
9. How IT has changed rural marketing ?
10. What is scope of co-operative marketing in agriculture sector in India ?

### **PART-B**

11. What segmentation basis would you recommend for different categories of products and services to be sold in the rural market ?
12. Compare and contrast the e-Choupal model of ITC with HLL's Project Shakti Model to reach deep into the rural markets in a cost effective manners.
13. What are the factors that influence rural consumer behaviour and the consequent decision-making process ?
14. Elucidate the different marketing strategies that are appropriate at different stages of Product Life Cycle.
15. Outline the challenges and opportunities for Indian Agrochemical Industry.
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