

Total number of printed pages-5

47(6) RUMK 6.3

2013

RURAL MARKETING

Paper : 6.3

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions

1. Answer the following : 1×10=10

(A) Fill in the blanks :

(i) An urban can be defined as an area where population density is _____ per sq. km. (400/500)

(ii) Durable goods companies would consider any town with a population of below _____ as a rural market. (30,000 / 50,000).

Contd.

(iii) Targeting the total market as potential buyers of a brand in a product category is known as _____ (Market Segmentation Strategy / Mass Market Strategy)

(iv) The third phase of rural marketing started _____ liberalisation of the Indian economy (after / before)

(v) The rural market is not a _____ one (homogeneous / heterogeneous).

B. State True *or* False :

(vi) At least 12 major members are necessary to form a Co-operative society.

(vii) Backward integration is an effective marketing strategy for agro-chemicals.

(viii) Farmers service societies started functioning since 1974-1975.

(ix) Pricing of urea is regulated by the Retention-Pricing scheme which was introduced in the year 1997.

(x) Land Development Banks (LDBs) have a three-tier structure.

Answer the following : 2×5=10

(i) Name *two* poverty alleviation programmes in Rural India.

(ii) What do you mean by Rural Marketing ?

(iii) State the four A's of Rural Marketing Mix.

(iv) State *two* features / characteristics of co-operative societies.

(v) Name *two* folk media used in Rural India.

Answer the following : (*any four*)

(i) What do you mean by Handicrafts ? State the characteristics of the Indian Handicraft Industry. 2+3=5

(ii) State *two* strategies to strengthen Primary Agricultural Credit Societies. State and explain *three* challenges of co-operative sector. 2+3=5

(iii) Discuss the major challenges in marketing of Agricultural Produce. 5

(iv) Explain the factors that affect marketing of pesticides in India. 5

(v) Write short-notes on :- $2\frac{1}{2} + 2\frac{1}{2} = 5$

(a) Farmers Service Societies.

(b) Regulated Markets.

(vi) What is contract Farming? State two features of Contract Farming. Write the names of two institutes engaged for marketing of agricultural products under contract farming. $1+2+2=5$

4. Answer the following : (any five)

(i) Explain the characteristics of the FMCG sector with respect to the Indian rural market. 8

(ii) Discuss the challenges for marketing of fertilizers in Rural India. 8

(iii) "The demand for hand made original handicrafts and art works is also increasing not only in India but across the globe." In this context explain the marketing strategies for the development of the rural artisan sector in India. 8

(iv) State four marketing strategies for the Indian tractor Industry. Explain some factors suggesting better future prospects for tractor industry. $4+4=8$

(v) Differentiate between urban and rural markets. How do the urban and rural consumers differ in their behaviour? $4+4=8$

(vi) What do you mean by Rural Indebtedness? Discuss the various causes of Rural Indebtedness. $3+5=8$

(vii) Write short notes on : (any two) $4 \times 2 = 8$

(a) Agri-Export Zones.

(b) Major constraints in Rural Marketing.

(c) Difference between marketing of consumer durables and FMCGs.

(d) Structural challenges faced by Agro-chemical industry.