



III Semester M.B.A. Examination, May 2022
(CBCS 2014 – 15 Scheme)
MANAGEMENT
Paper – 3.4.3 : Rural and Agricultural Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions and **each** carries **5** marks. **(5×5=25)**

1. What are the 4As of rural marketing ? Explain.
2. Explain how packaging makes a product appealing in rural markets.
3. What are the limitations of conducting rural research ?
4. Explain the prerequisites of an efficient agricultural marketing system in India.
5. What are the challenges in cold chain management in India ?
6. Write a brief note on contract farming in India.
7. "Future lies in rural markets". Discuss.

SECTION – B

Answer **any three** questions and **each** carries **10** marks. **(10×3=30)**

8. Identify two products in the successful and failed categories in the rural market and discuss the factors that contributed to their success and failure.
9. What were the three major changes in rural infrastructure in recent years ? What opportunities will they provide to rural markets and how ?
10. Discuss the role of AMUL in redefining the cooperative dairy movement in India.
11. Discuss the role of APEDA and GAP in promoting agricultural produce at the domestic and international levels.

P.T.O.



SECTION – C

Compulsory Question.**(15×1=15)**

12. Case Study.

Coca-Cola is a well-known brand across the globe for its' various categories of beverages. It was not an easy walk for Coca-Cola company in India. It took years to gain a strong foothold in the Indian Market. They used innovative methods to penetrate deeper into the rural market of India. They devised various strategies in this regard, but a prominent one was their pricing strategy. They reduced the price of a 200 ml bottle by half to Rs. 5. Earlier rural consumers were hesitant to buy cold drinks due to higher prices. But this availability of branded cold beverages at a lesser price made them try Coke and slowly become loyal to the brand. Added to the pricing strategy, its rural centric promotion campaign, namely "Thanda matlab Coca-Cola" featuring Aamir Khan, also helped Coke gain more market share in rural areas of India. The word "Thanda" in their promotion campaign targets rural consumers. Also, Coke made sure its products were available even in the remote parts of India with a well-established distribution network. All these innovative pricing strategies and aggressive promotion strategies made Coca-Cola to be a market leader in the beverage market in India.

Questions :

- a) What were the various critical factors of success for Coca-Cola in rural markets ?
- b) Design a Promotional campaign for promoting Diet Coke in rural India.