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MBAS 558

**IV Semester M.B.A. Degree Examination, July/August 2023
(Regular and Repeater)**

**BUSINESS ADMINISTRATION
Rural Marketing**

Time : 3 Hours

Max. Marks : 70

SECTION – A

(Compulsory)

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

Answer to the question should **not** exceed 6 pages.

(1×15=15)

1. Describe the various strategies of rural marketing.

SECTION – B

Answer **any five** questions. **Each** question carries 8 marks. Answer to **each** question should **not** exceed 5 pages.

(5×8=40)

2. Explain the factors affecting Rural Marketing.

3. Describe the classifications of Rural Marketing.

4. Discuss about fostering creativity and innovations in Rural Marketing.

5. Explain the source of financing and credit agencies in Rural Marketing.

6. Discuss the role of social marketing and network marketing in Rural Marketing.

7. Explain the importance of Rural Marketing.

8. Explain the sources and methods of data collection in Rural Marketing Research.

P.T.O.



SECTION – C
(Compulsory)

Answer to this question should **not** exceed 6 pages.

(1×15=15)

9. A. R. Rao was angry and fed up. He had just delivered a large consignment of packed broilers to the local buyer and understood that the prices he received did not even cover the costs of production. His business friend Kumar who was discussing with Rao sympathized and said "I was in the main market an hour ago and prices of broilers are up". "There is something wrong here", Both Rao and Kumar agreed.

The next day Rao and Kumar met a number of other unhappy and grumbling broiler producers to discuss the problem. In the meeting, one of the members said : "It is the middlemen who creates problems and get large business. They buy low; sell high and pocket out profit". "What can we do about it ?" said Kumar. One member suggested, "we need to eliminate the greedy middlemen from the rural market. We must operate our own marketing facilities and sell direct to customers or end users". "This is the only way we can get 100 percent of consumer's money". Rao interfered and cautioned – "It would cost a lot of money. Are we capable of entering into wholesaling and retailing ?".

Kumar replied, "That is not my cup of tea. I am a chick and broiler producer. I am not a market man".

An elderly villager in the meeting said : "It sounds risky and complicated. Marketing has so many if and buts and the area is vast".

Questions

- What advice will you give to Rao, Kumar and their friends in broiler marketing or on their plan of entering into wholesale and retail business ?
- What are the pros and cons of the proposal to eliminate middlemen from rural marketing ? Discuss with reference to poultry, eggs, broilers and the meat business.