

V.P.M.'s K.G. Joshi College of Arts & N.G.Bedekar College of Commerce, Thane.  
TYBMS - 5<sup>TH</sup> SEMESTER

PRELIMINARY EXAMINATION OCT - 2008

TIME : 11.00 a.m. to 1.00 p.m.

MARKS : 60

CODE : 516-A

DATE : 15/10/2008

SUBJECT & PAPER : RURAL MKTG.

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- Instruction : 1] Both the sections are compulsory  
2] Section I : All questions are compulsory.  
3] Section II : Attempt any three out of five questions.  
4] Marks indicated against the questions.  
5] Both sections to be answered in the same answer booklet.

Section - I

1. Give brief account on the following : 10
- Definition of Rural marketing.
  - In a Regulated Market role of Marketing Committee
  - Traits required for the Rural Salesman.
  - Middlemen in Agricultural Marketing.
  - Use of AV Vans and Syndicated Vans in Rural marketing.

**CASE STUDY**

2. Read the case study carefully and give your comments as required at the end of the case.

More than half a century ago, Jawaharlal Nehru said "Produce or Perish" to build the agricultural economy of India and the outcome of his vision was Green and White Revolutions. In the present context, his vision could be rephrased as "Process or Perish". Many studies were conducted by various government organisations, Co-operatives, and corporate companies on changing food habits in the urban centers of the country. The major findings of these studies suggesting a large demand are as under.

- \* With changing profile of the middle class and hired domestic help becoming costlier, significant numbers of families are switching to packaged, ready-to-cook and ready-to-eat food products.
- \* With increased health consciousness, the demand for green vegetables, salad vegetables, fresh fruits, corn and potato based products is increasing in urban centers. In addition, products like pickles, chutneys, fruit pulps, canned fruits and vegetables, dehydrated vegetables and frozen fruits and vegetables are gaining popularity.
- \* Due to hygienic reasons, consumers prefer Fruits and vegetables, Milk and milk products, Fish, Meat and Poultry products in packaged

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Considering the huge demand, many organisations are willing to market these products as branded goods. however, due to scattered nature of production, small holding of growers, perishable nature of goods and infrastructural bottlenecks, these organizations want to ensure an economically viable marketing strategy. As a management consultant, please give your views on :

- a) Organisational structure to be adopted, Product mix, Infrastructural facilities to be developed, marketing channels and promotional strategy to be explored for timely supply of products to meet the regular demand in various urban centers. 10
- b) What kind of problems one may face if the products are marketed through unregulated agricultural marketing system? 05
- c) What is the future potential of growth of Agro-based industries in India? 05

**Section II**

- 3) Discuss various kinds of credit requirements for agriculture. Which are the major agencies currently involved in granting credits to the agricultural community? 10
- 4) Distribution is the key factor for success in rural market. Elaborate with suitable examples, various distribution strategies adopted by companies in rural marketing. 10
- 5) Discuss the concept of marketable and marketed surplus and various factors affecting the marketed surplus. Is marketable surplus price sensitive? 10
- 6) Elaborate on various problems faced by the companies in rural market. 10
- 7) Explain the following :
  - a) Alternative media in rural communication. 05
  - b) Standardization and Grading of Agricultural Products. 05

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