

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-SUMMER-2025

Subject Code: 4549291**Date: 05/06/2025****Subject Name: Rural and Agricultural Marketing****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q 1. Define the following:** **14**
1. Coverage strategy
 2. MART
 3. Contract farming
 4. Haats
 5. Rural branding
 6. COSAMB
 7. Social entrepreneurship.

- Q.2 (a) Discuss the rural marketing mix with an appropriate example** **07**
(b) Discuss various factor which influence rural consumers during purchase of a product. **07**

OR

- (b) Discuss Bases for segmenting rural markets with example from market.** **07**
- Q.3 (a) What are the factors important which make multi-national companies to invest in the rural market in India?** **07**
- (b) Define rural economic structure. Explain various drivers of rural economy with necessary examples.** **07**

OR

- Q.3 (a) Explain rural consumer buying behaviour model with respect to any FMCG product.** **07**
- (b) What can be the important product strategies for the consumer durables products?** **07**
- Q.4 (a) Define agricultural inputs. Explain various types of agro inputs with necessary examples.** **07**
- (b) How does microfinance contribute to enhancing the financial capabilities of rural individuals and farmers, and how does this impact their participation in agricultural marketing?** **07**

OR

Q.4 (a) Explain various government initiatives in rural and agricultural markets with necessary examples. **07**

(b) What is packaging and labelling? Do you feel rural consumers give importance to the packaging? **07**

Q.5 Read the case and answers the following questions:

Project Shakti-HUL

Project Shakti is the Company's initiative that aims to financially empower and provide livelihood opportunities to women in rural India. The Company has always believed that: For the country to grow, people living in its villages must be empowered with livelihood skills and opportunities; Women in villages must be empowered if households in villages have to progress.

Keeping this in mind, the Company had launched the Shakti programme. The Shakti Entrepreneurs are given training for familiarisation with Company's products and basic tenets of distribution management. In addition, the Company has a team of Rural Sales Promoters (RSPs) who coach and help Shakti Entrepreneurs in managing their business. Across 18 States, Project Shakti has over 1.9 lakh Shakti Entrepreneurs whom we call 'Shakti Ammas'. This programme has helped 'Shakti Ammas' become self-confident, improve their self-esteem and learn communication skills. Most importantly, our interventions have helped in building and fostering an entrepreneurial mindset amongst Shakti Entrepreneurs. The RSPs train Shakti Entrepreneurs in sales and administrative skills, including order taking, book-keeping and digital order placement and payments. With the imparted training, Shakti Entrepreneurs are using Company's eB2B app Shikhar, to place orders regularly. The training imparted to the Shakti Ammas results in the promotion of education and employment, enhancing livelihoods and vocational skills, and women empowerment.

Q5. (a) Why Project Shakti has significant role in product offerings in rural market? **07**

Q5. (b) What is social entrepreneurship? How Shakti Entrepreneurs affect economic structure of rural market **07**

OR

Q.5 (a) Which are the distribution strategies marketers must consider for distribution in rural market? **07**

(b) Suggest how project shakti example can be used or inspire agriculture marketing. **07**
