

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-WINTER-2024

Subject Code: 4549291**Date: 17/12/2024****Subject Name: Rural and Agricultural Marketing****Time: 02:30 PM TO 05:30 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. No.	Question Text and Description	Marks
Q.1	Explain the following terms in brief: (a) Rural appraisals (b) Contract farming (c) NAFED (d) Agricultural Marketing (e) The Public Distribution system (f) Participatory Rural Appraisals (g) Dyads	14
Q.2	(a) Explain the evolution of rural marketing in India.	07
	(b) Explain the necessity of infrastructure development for successful penetration in rural markets.	07
	OR	
	(b) Explain the 4 A's of rural marketing.	07
Q.3	(a) Explain the process of developing effective rural communication and the challenges therein.	07
	(b) Explain the process of segmenting rural markets with examples.	07
	OR	
Q.3	(a) Explain the role of Cooperative societies as a distribution model in rural markets.	07
	(b) Explain the various pricing strategies adopted in rural markets with relevant examples.	07
Q.4	(a) Explain the role of ICT (Information and Communication Technology) in rural India and its relevance to the marketing of product and service in rural markets.	07
	(b) Explain the various strategies being adopted by banks to tap the rural customers.	07
	OR	
Q.4	(a) Explain the packaging strategies for products that companies may adopt in rural markets with examples.	07
	(b) Explain the opportunities available to social entrepreneurship for rural and agricultural markets.	07

Q.5

CASE STUDY:

In its ongoing race with Flipkart and Amazon India for e-commerce supremacy, Snapdeal is set to tap into the rural areas in India. In partnership with FINO Pay-Tech, Snapdeal will reach out to people living in slums like Dharavi in Mumbai, and villages in Rajasthan and Haryana, among many others, as Times of India reports. The e-commerce company plans to set up as many as 5,000 e-commerce kiosks across 70,000 rural areas in India. These kiosks will include PCs and tablets for people to go online and shop, and will also act as collection points for packages. A FINO agent at the kiosk will login and help people shop for products across a wide range of categories including speakers, juicers, solar lanterns, dinner sets, cameras, and mobile phones among others. Snapdeal believes that by tapping into the rural market, the company will be able to reach around 5–10 crore new customers in the next three years. Snapdeal isn't the only company looking to tap into the Indian rural market. Amazon India is reported to be in talks with the government to improve the Indian postal service, and also use to ramp up its delivery mechanism to within 24 hours anywhere within the country. Flipkart too was recently quoted as saying that the company was in talks with the government to rollout better connectivity in rural areas,

- (a)** According to you, what has prompted e-commerce companies to go rural? **07**
- (b)** What could be the role of government in promoting e-commerce in rural India? Which government policy could have prompted e-commerce in rural India? **07**

OR

- Q.5 (a)** What would be the success and failure factors for an e-commerce company operating in rural India? **07**
- (b)** In your opinion, what could be the promotional strategies adopted by e-commerce companies in rural India in the future? **07**
