



25802205

QP CODE: 25802205

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2025

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB810409 - AGRICULTURE BUSINESS AND RURAL MARKETING

2019 Admission Onwards

A4C49F2D

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Define Agricultural Marketing.
2. Mention two constraints in Agricultural Marketing.
3. Which are the major market components of Rural Environment?
4. Name two variables used for segmenting rural markets.
5. What you mean by Targeting in Rrural Marketing?
6. Define distribution models in the context of agricultural marketing.
7. List four key challenges faced by marketers targeting rural consumers.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Explain the role of government policies in promoting agri-based industries in India.
9. Analyze the social factors that influence purchasing decisions in rural markets.
10. Define Rural Marketing, Explain the various transformation the rural markets are witnessing in the changing marketing scenario
11. Companies shouldnot change prices frequently, instead they can use consumer promotion strategies to increase sales. Discuss?
12. Discuss the role of intermediaries in the distribution of agricultural products in rural markets. Highlight the importance and the challenges they face.
13. Explain six key steps to develop an effective social networking strategy for promoting agricultural businesses.





14. Analyse the role of inclusive marketing in enhancing brand loyalty among rural consumers.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. The retail environment is fast changing in rural India. How can a durables marketer plan his entry into rural markets to optimize this opportunity?
16. What are the channels of marketing of agriculture output?

Compulsory Question

17. Companies will have to innovate for achieving greater penetration in Rural Market. Explain with examples.

(2×10 = 20 Marks)

