



QP CODE: 26802196



Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE19 - AGRICULTURE BUSINESS AND RURAL MARKETING

2024 ADMISSION ONWARDS

126A9941

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. Why is agriculture marketing important for farmers?
2. How have rural markets changed over time?
3. What is need recognition in buying behaviour?
4. What is market segmentation?
5. What is branding?
6. Why is distribution important in rural markets?
7. What are rural market opportunities?

(5×2 = 10 Marks)

Part B

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

8. Discuss the role of AGMARK in agriculture marketing.
9. Discuss the role of intermediaries in rural markets.
10. Analyse the importance of pricing in rural marketing decisions.
11. Discuss the advantages of direct distribution in rural markets.
12. Analyse the challenges in rural promotion.
13. Discuss the role of market research in rural marketing.
14. Analyse innovations in distribution in rural markets.

(5×6 = 30 Marks)





Part C

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

Question number 17 is compulsory .

15. Assess how the growth of agri-based industries can contribute to sustainable rural economic development.
16. Analyse how demographic, economic, and technological factors collectively influence rural marketing decisions.

Compulsory Question

17. Examine the role of ICT and digital tools in enhancing rural marketing communication.

(2×10 = 20 Marks)

