



INSTITUTE OF AERONAUTICAL ENGINEERING

Dundiga, Hyderabad-500 043

MASTER OF BUSINESS ADMINISTRATION

ASSIGNMENT

Course Name	Rural Marketing
Course Code	CMB418
Class	IV Semester
Branch	MBA
Year	2017 – 2018
Course Faculty	Ms. Surabhi Lakshmi, Assistant Professor, Department of MBA

COURSE OBJECTIVES;

The course should enable the students to:

S. NO	DESCRIPTION
I	Expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
II	To acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
III	Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
IV	Understand the concept and methodology for conducting the research in rural market.

ASSIGNMENT-I

S. No	Question	Blooms Taxonomy Level	Course Outcome
UNIT-I			
1	Conducting rural market research is difficult from urban market research. Explain in detail.	Understand	CMB418.01
2	What are the basic differences between rural , semi –urban and urban markets? Give a detail account.	Remember	CMB418.05
3	How can we classify the rural consumer based on economic status and profile?	Remember	CMB418.02
4	Rural markets have experienced a significant growth in the past two decades. Comment .	Understand	CMB418.08
5	What is meant by rural marketing research? What are the factors considered in choosing the location for conducting research? Explain	Understand	CMB418.11
S. No	Question	Blooms Taxonomy Level	Course Outcome
UNIT – II			
1	Explain the rationale for segmentation. What are the prerequisites for effective segmentation?	Remember	CMB418.05
2	Define regulated market. Explain the significance of regulated markets to agriculturists.	Remember	CMB418.03
3	What are the popular tools used for multi-attribute segmentation? Explain in brief.	Remember	CMB418.10
4	Give a brief description on classification of rural markets with examples.	Remember	CMB418.06
5	Elucidate the role of regulated markets on marketing of agricultural produce in Indian context.	Understand	CMB418.07

UNIT – III			
1	Discuss the pricing strategies adopted by firms in relation to changes in economic environment and government policies.	Remember	CMB418.07
2	Explain the product strategies of two brands and evaluate them for their acceptability in rural areas.	Remember	CMB418.12
3	Explain the role of the following in rural marketing (i) wholesalers, (ii) Co-operative societies and (iii)NGOs	Understand	CMB418.09
4	What are the methods involved for sale of products in rural markets and explain it.	Understand	CMB418.06
5	Describe the significance of <i>haats</i> and <i>melas</i> in rural distribution.	Remember	CMB418.08

ASSIGNMENT-II

S. No	Question	Blooms Taxonomy Level	Course Outcome
UNIT – III			
1	Explain the concept and importance of sales force management in rural marketing .	Remember	CMB418.04
2	Discuss about the marketing agencies involved to managing the sales force in rural marketing.	Remember	CMB418.09
3	Describe the role of middlemen in different markets. How are sales made in terminal markets?	Understand	CMB418.07
4	Discuss about open auction method. Mention the advantages and disadvantages of open auction method.	Remember	CMB418.11
5	Mention the problems faced by the sales force in rural marketing . What are the measures to be taken to overcome these problems?	Understand	CMB418.14
UNIT – IV			
1	Explain the significance of National Institute of Agricultural Marketing.	Understand	CMB418.10
2	Give a detailed account on Directorate of Marketing and Inspection.	Understand	CMB418.09
3	Describe the role of food corporation of India (FCI) in developing agriculture marketing.	Remember	CMB418.02
4	Outline the measures initiated in the public distribution system for the growth of agricultural marketing.	Remember	CMB418.15
5	What are the aims and objectives of Co-operative Marketing? Mention any three agencies and their significance of Co-operative marketing.	Understand	CMB418.12
UNIT – V			
S. No	Question	Blooms Taxonomy Level	Course Outcome
1	Enumerate the modern techniques for rural distribution in agricultural insurance.	Remember	CMB418.08
2	What are bottlenecks involved in agricultural credit policy? Suggest a few measures to overcome them.	Understand	CMB418.12
3	Mention the weakness existing in the rural credit structure along with suggestions to minimise the weakness.	Remember	CMB418.10
4	Mention a few crop insurance schemes in India and explain the importance of crop insurance in India .	Understand	CMB418.09
5	What are new trends observed in agriculture credit in India? Brief about the government initiatives towards agriculture credit.	Remember	CMB418.14

Date:15/12/2017

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