



# **INSTITUTE OF AERONAUTICAL ENGINEERING**

(Autonomous)

Dundigal, Hyderabad - 500 043

## **MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK**

<b>Course Name</b>	:	<b>RURAL MARKETING</b>
<b>Course Code</b>	:	<b>CMB418</b>
<b>Semester</b>	:	<b>IV</b>
<b>Branch</b>	:	<b>MBA</b>
<b>Academic Year</b>	:	<b>2017-2018</b>
<b>Course Coordinator</b>	:	<b>Ms. Surabhi Lakshmi, Assistant Professor, MBA</b>
<b>Course Faculty</b>	:	<b>Ms. Surabhi Lakshmi, Assistant Professor, MBA</b>

### **COURSE OBJECTIVES;**

The course should enable the students to:

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.

### **COURSE LEARNING OUTCOMES:(CO's)**

Students, who complete the course, will have demonstrated the ability to do the following:

<b>S. No</b>	<b>Description</b>
CMB418.01	Understand the challenges and opportunities in the field of rural marketing
CMB418.02	Know about the mantra for success for any company going rural.
CMB418.03	Understand the buying behaviour, the consuming pattern, the need and wants of the rural consumer
CMB418.04	provide some of the challenges and opportunities that the rural market holds for the Companies
CMB418.05	Analysing rural market potential and opportunities
CMB418.06	Understanding the pricing in relation to the quality of the product and the need and consumption pattern of the rural population
CMB418.07	Identify the positives and negatives of competitors and where they stand in their context
CMB418.08	Develop an ability to assess the impact of the environment on marketing function
CMB418.09	Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies
CMB418.10	Should be able to develop suitable marketing strategies in light of the environment
CMB418.11	Understand the concept and methodology for conducting the research in rural

	market
CMB418.12	provide an overview of rural markets and emerging perspectives of rural marketing
CMB418.13	Develop an ability to understand and develop the marketing mix for an organization
CMB418.14	Understand the concepts and techniques of marketing management and their application in rural marketing
CMB418.15	Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area
CMB418.16	acquaint the students with the appropriate concepts and techniques in the area of rural marketing
CMB418.17	Should be able to look for growth opportunities beyond national boundaries

### TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
<b>UNIT-I</b>			
<b>INTRODUCTION TO RURAL MARKETING</b>			
<b>PART-A (SHORT ANSWER QUESTIONS)</b>			
1	Define marketing?	Remember	CMB418.04
2	Discuss about the rural marketing.	Understand	CMB418.07
3	Write any few features of rural marketing	Understand	CMB418.03
4	Define urban marketing	Remember	CMB418.05
5	Define rural marketing research.	Understand	CMB418.15
6	Write a short note on evolution of rural marketing	Remember	CMB418.06
7	Write any two differences between rural and urban markets?	Understand	CMB418.10
8	Write about the concept of rural consumer behaviour?	Remember	CMB418.08
9	Describe about the semi urban markets.	Remember	CMB418.02
10	How is rural market research is different from urban market research?	Understand	CMB418.01
11	Why is rural marketing important in India?	Remember	CMB418.06
12	Distinguish between rural and semi-urban markets.	Understand	CMB418.02
13	Discuss about the rural versus urban mindsets.	Remember	CMB418.05
14	Give any two differences between semi – urban and urban markets?	Understand	CMB418.11
15	Write a short note on profile of rural consumer.	Remember	CMB418.05
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
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	CMB418.07
3	How can we classify the rural consumer based on economic status and profile?	Understand	CMB418.13
4	Rural markets have experienced a significant growth in the past two decades. Comment .	Remember	CMB418.04
5	What is meant by rural marketing research? What are the factors considered in choosing the location for conducting research? Explain	Understand	CMB418.08
6	How do you explain the differences in consumer behaviour based on	Remember	CMB418.06

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
	individual characteristics?		
7	Define rural marketing research. Explain the key decisions involved in rural marketing research?	Understand	CMB418.09
8	Explain some of the data collection tools specially developed for rural marketing research.	Understand	CMB418.02
9	What is the meaning of rural marketing and discuss the scope and importance of rural marketing.	Remember	CMB418.13
10	Differentiate between the mind sets of rural and urban consumers.	Understand	CMB418.04
<b>UNIT-II</b>			
<b>RURAL MARKETING SEGMENTATION</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	What is meant by rural marketing segmentation?	Remember	CMB418.11
2	Write a short notes on the defects of regulated markets?	Understand	CMB418.02
3	Name a few conventional media used in rural markets.	Remember	CMB418.07
4	What are problems involved in regulated markets?	Remember	CMB418.14
5	What is an industrial market? How is it different from consumer market?	Understand	CMB418.05
6	Bring out the significance of folk media in rural marketing.	Remember	CMB418.06
7	Distinguish between rural communication and urban communication.	Understand	CMB418.15
8	What is psychographic segmentation? Is it superior to other types of segmentation?	Understand	CMB418.08
9	Write any three advantages of regulated markets?	Remember	CMB418.09
10	What are the bases of behavioral segmentation? Give some examples?	Understand	CMB418.10
11	Is mass media suitable for rural advertising?	Remember	CMB418.01
12	Define rural communication?	Remember	CMB418.11
13	Write short notes on role of media in rural markets?	Remember	CMB418.13
14	What do you understand by interactive media?	Understand	CMB418.04
15	Write a short notes on conventional media of rural communication?	Remember	CMB418.09
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Explain the rationale for segmentation. What are the prerequisites for effective segmentation?	Remember	CMB418.09
2	Define regulated market. Explain the significance of regulated markets to agriculturists.	Remember	CMB418.10
3	What are the popular tools used for multi-attribute segmentation? Explain in brief.	Understand	CMB418.01
4	Give a brief description on classification of rural markets with examples.	Understand	CMB418.11
5	Elucidate the role of regulated markets on marketing of agricultural produce in Indian context.	Remember	CMB418.13
6	Give a detailed description on the role of media in rural markets?	Understand	CMB418.05
7	What are the main problems in rural communication? Suggest measures to overcome them.	Remember	CMB418.06

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
8	Describe the process of communication in the rural context with examples.	Understand	CMB418.07
9	Enumerate the different outdoor media vehicles used in rural communication.	Remember	CMB418.08
10	Explain how Indian marketers are differentiating their products based on personality variables.	Remember	CMB418.09
<b>UNIT-III</b>			
<b>RURAL MARKETING STRATEGIES</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	Elucidate the importance of product strategy.	Remember	CMB418.01
2	Explain how packaging can make a product appealing to consumers.	Remember	CMB418.02
3	What is brand image? How do you create and maintain it?	Understand	CMB418.03
4	Do you find differences in the pricing strategy of products for the rural and urban markets?	Understand	CMB418.04
5	Give examples of pricing changes influenced by environmental forces.	Remember	CMB418.05
6	What are the methods of distribution in direct and indirect marketing?	Understand	CMB418.16
7	How can price and promotion be integrated to promote sales?	Remember	CMB418.07
8	Explain the concept and significance of pricing.	Understand	CMB418.08
9	What is meant by open auction method in rural marketing?	Understand	CMB418.11
10	Explain any three methods of selling in terminal markets.	Remember	CMB418.02
11	Write short notes on the prevalence of beoparis in rural marketing?	Understand	CMB418.15
12	What are the specific traits required for sale force in rural marketing?	Understand	CMB418.04
13	Give a brief account of close tender system in rural marketing?	Remember	CMB418.07
14	Identify the agencies in the agricultural marketing systems.	Remember	CMB418.06
15	Discuss the importance of village beoparis as middlemen in rural marketing.	Understand	CMB418.09
<b>PART-B(LONG ANSWER QUESTIONS)</b>			
1	Discuss the pricing strategies adopted by firms in relation to changes in economic environment and government policies.	Remember	CMB418.01
2	Explain the product strategies of two brands and evaluate them for their acceptability in rural areas.	Understand	CMB418.05
3	Explain the role of the following in rural marketing (i) wholesalers, (ii) Co-operative societies and (iii)NGOs	Remember	CMB418.08
4	What are the methods involved for sale of products in rural markets and explain it.	Understand	CMB418.10
5	Describe the significance of <i>haats</i> and <i>melas</i> in rural distribution.	Remember	CMB418.06
6	Explain the concept and importance of sales force management in rural marketing .	Remember	CMB418.05
7	Discuss about the marketing agencies involved to managing the sales force in rural marketing.	Remember	CMB418.07
8	Describe the role of middlemen in different markets. How are sales made in terminal markets?	Understand	CMB418.09

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
9	Discuss about open auction method. Mention the advantages and disadvantages of open auction method.	Understand	CMB418.04
10	Mention the problems faced by the sales force in rural marketing . What are the measures to be taken to overcome these problems?	Remember	CMB418.11
<b>UNIT-IV</b>			
<b>ROLE OF GOVERNMENT IN DEVELOPING AGRICULTURAL MARKETING</b>			
<b>PART-A (SHORT ANSWER QUESTIONS)</b>			
1	What are the main reasons for government interventions in markets?	Remember	CMB418.04
2	Write any two objectives of Co-operative banking?	Understand	CMB418.02
3	In which areas Co-operative marketing plays a significant role?	Remember	CMB418.05
4	Write short notes on two state agricultural marketing boards.	Analyze	CMB418.04
5	How state is involved in trading in agricultural markets?	Understand	CMB418.05
6	What are the advantages of Co-operative marketing?	Remember	CMB418.09
7	Mention classification of Co-operative marketing societies?	Understand	CMB418.07
8	Write short notes on National Agricultural Co-operative Marketing Federation (NAFED)?	Understand	CMB418.08
9	What is the significance of Public Distribution System(PDS) ?	Remember	CMB418.09
10	Identify the agencies in agricultural marketing system.	Understand	CMB418.10
11	What are the main functions of Directorate of Marketing and Inspection?	Remember	CMB418.01
12	What is AGMARK?	Understand	CMB418.02
13	Write a short notes of processing Co-operatives?	Remember	CMB418.13
14	What are the difficulties in agricultural marketing?	Understand	CMB418.09
15	Write a short notes on role of Co-operative Marketing.	Understand	CMB418.05
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Explain the nature of the agricultural marketing system in India.	Understand	CMB418.15
2	Explain the opportunities for marketing of agricultural products and the problems involved in it.	Remember	CMB418.13
3	Discuss the role of government intervention in marketing system.	Analyze	CMB418.09
4	Explain the significance of National Institute of Agricultural Marketing.	Remember	CMB418.10
5	Give a detailed account on Directorate of Marketing and Inspection.	Understand	CMB418.14
6	Describe the role of food corporation of India (FCI) in developing agriculture marketing.	Understand	CMB418.02
7	Outline the measures initiated in the public distribution system for the growth of agricultural marketing.	Understand	CMB418.12
8	What are the aims and objectives of Co-operative Marketing? Mention any three agencies and their significance of Co-operative marketing.	Remember	CMB418.08
9	Do you feel the necessity of government intervention in agricultural marketing? Substantiate your argument.	Remember	CMB418.02
10	Distinguish between national agricultural cooperative marketing federation and national co-operative development corporation.	Understand	CMB418.06
<b>UNIT-V</b>			
<b>AGRICULTURAL CREDIT AND CROP INSURANCE</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
1	What are the types of agricultural credit based on the tenure of the credit in India?	Understand	CMB418.10
2	What type of agricultural credit policy is followed in India?	Remember	CMB418.08
3	What is the role of commercial banks in agricultural credit policy in India?	Understand	CMB418.02
4	Mention any two institutional sources of credit for agriculture in India.	Remember	CMB418.05
5	Distinguish between institutional and non-institutional source of agricultural credit.	Remember	CMB418.14
6	Define the term crop insurance.	Analyze	CMB418.05
7	Write short notes on (a) RRBs (b) Cooperative Credit Societies.	Remember	CMB418.02
8	Write short notes on Kisan credit card schemes.	Understand	CMB418.07
9	Give an account of the role of Micro finance in the rural context.	Understand	CMB418.06
10	What are the important features of Pradhan Mantri Fasal Bima Yojana?	Remember	CMB418.08
11	Write short notes on scope of crop insurance in India.	Analyze	CMB418.09
12	Sketch out the role of Commercial banks in agricultural credit in India.	Understand	CMB418.01
13	What are the problems faced by the agriculturists with the non-institutional credit sources.	Understand	CMB418.02
14	Mention the types of agriculture credit based on the tenure?	Analyze	CMB418.03
15	Write a short notes on Primary agricultural societies(PACs).	Understand	CMB418.04
<b>PART-B(LONG ANSWER QUESTIONS)</b>			
1	Explain the reasons that necessitate agricultural credit.	Remember	CMB418.11
2	What are the various kinds of agricultural credit in India? Explain in detail.	Remember	CMB418.03
3	Elucidate the importance of NABARD in the agricultural credit in India.	Understand	CMB418.05
4	Mention in detail about the sources of institutional agriculture credit in India.	Apply	CMB418.10
5	What is crop insurance? Give a brief account of history of crop insurance in India..	Remember	CMB418.07
6	Enumerate the modern techniques for rural distribution in agricultural insurance.	Understand	CMB418.01
7	What are bottlenecks involved in agricultural credit policy? Suggest a few measures to overcome them.	Understand	CMB418.03
8	Mention the weakness existing in the rural credit structure along with suggestions to minimize the weakness.	Remember	CMB418.06
9	Mention a few crop insurance schemes in India and explain the importance of crop insurance in India .	Understand	CMB418.11
10	What are new trends observed in agriculture credit in India? Brief about the government initiatives towards agriculture credit.	Remember	CMB418.08

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