

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

E-392

B.B.A. (Part-III) Examination, 2023

RETAILING AND RURAL MARKETING

Paper - BBA-605-M

Time : 3 Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All all *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. (i) What is a distribution channel ?
- (ii) What is a market mix ?
- (iii) State *two* differences between rural market and urban market.
- (iv) Define rural marketing.
- (v) Identify *two* problems in rural marketing.
- (vi) State the characteristics of a rural consumer.
- (vii) State any *two* problems observed in conducting a rural market research.

BRI-440

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E-392 P.T.O.

- (viii) Who are the types of intermediaries in the rural markets ?
- (ix) State any *two* roles of co-operative credit societies in rural marketing.
- (x) Name *two* pricing strategies for rural markets.

Section-B

- 2. Discuss the impact of socio-cultural factors on rural marketing operations.
- 3. Discuss the role of government in marketing of agricultural products.
- 4. What are the major factors which affect rural marketing ? How can rural marketing be made more effective in India ?
- 5. Rural market is suffering from a variety of constraints.” Explain these constraints and suggest measures to overcome these constraints.
- 6. Write short notes on the following :
 - (a) Promotional strategies in rural marketing
 - (b) Occupational pattern of a rural customer

Section-C

- 7. Read the case given below and answer the questions given at the end of the case.

Power Tractors Ltd. is the manufacturer of large, medium and small size tractors planned to market their tractors in Baitul District of Madhya Pradesh where there are two other strong competitors already had their stronghold. The power Tractor Ltd. appointed a distributor and five retail dealers under him in Baitul District.

The distributor is an entrepreneur. The Power Tractor Ltd. has given the distributor total responsibility to increase the Power Tractors market share.

The distributor made the market-survey and studied the land-holding patterns, soil nature of the agricultural land in the district and observed that soil is sandy and major land holdings is larger to medium and those farmers prefer higher H.P. Tractors. A few percentage of farmers are also holding small land holdings who use small HP Tractors. He prepared the list of large, medium and small land

holder farmers in all the villages of the Baitul district. He divided the villages in following categories on the basis of population of the villages as follows :

Category of villages A > large sized villages

Category of villages B > Medium sized villages

Category of villages C > Small sized villages

After some period of starting marketing activities in Baitul district, the distributor has further fine tuned the market. He classified the villages as follows :

High-Market Share Villages : Here Power Tractor Ltd. have market leader position. The distributor asked the sales persons of the company to maintain good relations with the farmers of these villages. Here the sales of the Power Tractors are high.

Medium-market share villages : In these villages, the power Tractor sales are average. The distributor asked the sales person to conduct demonstrations of Power Tractor supported by promotional activities like product-display, farmer meetings, wall paintings etc. Also credit-schemes introduced in these villages for potential buyers.

Low-market share villages : Here, the sales of Power Tractor is negligible in these villages. So company has done only wall paintings in these villages. There are a few enquiries started coming from the farmers of these villages about credit schemes.

- (a) As per your opinion, how satisfactory is the company's over all marketing strategy ? What kind of additional marketing actions would you suggest to the company to get more high sales in High-market share villages of low-market share villages ?
- (b) Suggest a catchy slogan for the power tractor and also suggest one attractive promotional activity.