Answer any FIVE questions out of the following:

PART A — (5 × 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

RURAL MARKETING

Marketing

Fourth Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014.

MBA 4001
7. What are the different Promotional Campaigns available in Rural Marketing? Explain.

8. Describe the problems encountered by Rural Marketers in Distribution Channels.

PART B — (5 x 10 = 50 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

9. Discuss the emergence of Rural Economy in globalised India.

10. Elaborate the Buying Decision Process of Rural Consumers.

11. Explain the Components of Rural Marketing Information System.

12. Describe the Competitive Product Strategies in Rural Marketing.

13. How Rural Markets are selected? Discuss.


15. Explain Promotion Mix in Rural Marketing.

16. Elaborate the Action Steps to reach out Rural Markets.

(b) Is it a right move for ITC, which already has a presence in Indian villages with special tie ups with farmers for tobacco cultivation, to enter into e-ventures? Will this model run successfully in the long run? What can ITC derive out of e-choupals?

(c) Will a company, which thinks of social marketing as its objectives for rural development, really succeed in winning the hearts of rural Indians? Is ITC going the right way in this initiative, according to you?
In the village, the village official is appointed by a house of an influential man (usually the headman) according to the village's rules. The headman selects the official who is usually a relative or a trusted person. The official is responsible for maintaining order and resolving disputes within the village.

The official's duties include keeping records of births, deaths, and marriages, collecting taxes, and ensuring that the village's rules are followed. In some cases, the official may also be responsible for maintaining the village's water supply and ensuring that the village's crops are protected from pests.

The official's role is important in maintaining social order and ensuring that the village's resources are managed effectively. Without strong leadership, it is difficult to maintain a healthy and prosperous village.

Questions:

1. How were the official's duties determined?
2. What was the official's role in maintaining social order?
3. How did the official ensure that the village's resources were managed effectively?

Case Study: Cormorant Feeding (17 marks)

Cormorants are birds that live in the area where the river flows into the sea. They feed on fish and other small aquatic animals. The birds are known for their ability to dive underwater and catch fish as deep as 30 meters below the surface.

The birds' feeding habits have been studied extensively, and researchers have found that the birds' feeding patterns are closely tied to the availability of food in the area. The birds' feeding habits have also been observed to change over time, depending on the availability of food in the area.

The study of cormorants has been important for understanding the role of birds in the ecosystem and for developing conservation strategies to protect these birds and their habitats.

Questions:

1. What are cormorants known for?
2. What has the study of cormorants revealed about their feeding habits?
3. How have the feeding habits of cormorants changed over time?
the company and is known as the sanchalak. The site provides farmers with real-time information on the latest weather report, prices in various mandis, world prices and even best farming practices.

More importantly, it offers a price at which ITC is willing to buy the soya from them directly through the sanchalak. Says S Sivakumar chief executive of ITC'S international business division: "The biggest problem for farmers is that middlemen have blocked information flow. Now the price discovery is met through the kiosk and it is transparent." The farmers have the choice of selling their product in the mandi or to ITC. If a farmer accepts the company price, the order is confirmed promptly by the sanchalak on the net. But the e-choupal is not merely an instrument for effective supply chain management for ITC. By using the power of information technology, the company has converted the computer into the popular US concept of a "meta market", or a one-stop shop right in the village, where farmers can sell their produce, buy products (from farming inputs to daily items for household use), receive all the information needed to improve their yields and even get a better price for their produce.

For ITC, it opens up new windows of opportunities. It allows it to source more products directly from farmers through a more efficient price discovery mechanism. It also provides a platform for it to sell its products directly to the customer. This, in turn, provides the company with some direct information on consumer needs in the booming rural markets and reduces dependence on wholesalers. Explaining the logic behind the move, Sivakumar says: "What started as a cost-effective alternative supply chain system to deal directly with the farmer to buy products for exports is slowly going to expand into an alternative distribution mechanism for rural India."

The tobacco giant has already set up over 700 choupals covering 3,800 villages in four states - Madhya Pradesh, Uttar Pradesh, Karnataka and Andhra Pradesh-dealing with soya bean, coffee, aquaculture products and wheat. Last year it transacted business of over Rs. 80 crore through the e-choupals all across the country. The bigger plan is to spend some Rs. 150 crore to expand the number of kiosks so that the company is able to reach over 1,00,000 villages and cover 10 million farmers in 14 states in five years.

Is the business big enough to justify this level of spending and planning? To understand that, consider why a farmer would opt for the e-choupal over the regular mandi. Farmers who strike deals on the internet Kiask with ITC have a choice. They can either bring their produce to the ITC warehouse or factory and get reimbursed for the transportation cost or they could give their supplies to one of the collection centres that have