

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –IV–EXAMINATION – WINTER–2023

Subject Code:4549291

Date: 06-12-2023

Subject Name: Rural and Agricultural Marketing

Time:02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Give definition/meaning of following terms: **14**
1. Rural appraisals
 2. Single attribute base segmentation
 3. Coverage strategy
 4. Haats
 5. COSAMB
 6. SHG
 7. Cooperative societies
- Q.2** (a) Define rural economic structure. Explain various drivers of rural economy with necessary examples. **07**
- (b) How does the quality of rural infrastructure impact the distribution and availability of products in rural markets? **07**
- OR**
- (b) Explain various factors affecting rural consumer behaviour with necessary examples. **07**
- Q.3** (a) Explain rural consumer buying behaviour model with respect to any FMCG product. **07**
- (b) Define agricultural inputs. Explain various types of agro inputs with necessary examples. **07**
- OR**
- Q.3** (a) What is segmentation? Explain pre-requisites of segmentation with necessary examples. **07**
- (b) Write short note of channel dynamics and rural channel members. **07**
- Q.4** (a) What are the various challenges associated with establishment of effective rural communication? **07**
- (b) How does microfinance contribute to enhancing the financial capabilities of rural individuals and farmers, and how does this impact their participation in agricultural marketing? **07**
- OR**
- Q.4** (a) Write short note on financial services in rural areas. **07**
- (b) Explain various corporate initiatives in rural and agricultural markets with necessary examples. **07**

AgroTech is a leading agricultural technology company that specializes in providing innovative solutions to improve crop yield and farm productivity. With the goal of expanding its market presence, AgroTech decided to target rural farming communities.

Marketing Strategy:

AgroTech adopted a multifaceted rural marketing strategy to reach rural farmers and promote its products and services. The strategy included:

1. **Localized Promotion:** AgroTech conducted extensive research to understand the specific needs and challenges of different rural regions. It then tailored its promotional materials and campaigns to address these unique concerns.
2. **Training and Education:** The company organized workshops and training sessions in rural areas to educate farmers about the benefits of its products. It also provided training on modern farming techniques.
3. **Affordable Pricing:** AgroTech adjusted its pricing strategy to make its products more affordable to rural customers. It also offered flexible payment options to accommodate the seasonal nature of farming income.
4. **Distribution Network:** AgroTech established a robust network of rural distributors and retailers. These local partners not only distributed the products but also provided after-sales support and service.
5. **Digital Engagement:** Recognizing the increasing penetration of mobile phones in rural areas, AgroTech developed a mobile app to provide farmers with real-time advice and support.

Results:

- AgroTech's rural marketing strategy yielded significant results:
- Increased market share in rural regions.
- Improved adoption of its products among rural farmers.
- Enhanced brand loyalty and trust within rural communities.
- Expansion of its distribution network, leading to wider product availability.
- Positive word-of-mouth marketing and community engagement.

- (a) What were the key factors that influenced AgroTech's decision to target rural farming communities? 07
- (b) How did AgroTech's strategy of localized promotion contribute to its success in rural markets? Can you provide specific examples? 07

OR

- Q.5 (a) How did the company's focus on training and education impact the adoption of its products among rural farmers? Can you share instances of this impact? 07
- (b) What lessons can other companies in the agriculture sector learn from AgroTech's rural marketing approach? 07

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