

St. Clare College

Autonomous, Bengaluru

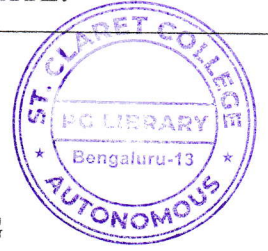
PG END SEMESTER EXAMINATION-MAY 2026

MBA THIRD SEMESTER

MBADSM 3525: RURAL AND AGRICULTURAL MARKETING

ROLL NO:

DATE:



TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SEVEN questions out of NINE. Each answer carries TWO marks.

[2x7 = 14]

1. What do you mean by Rural pricing strategy?
2. State any two difference between urban and rural market.
3. What is Thompson's Rural Market Index?
4. State the meaning of rural consumerism? Give an example.
5. What is post-harvest management?
6. A shampoo company introduces sachets in villages. What consumer behaviour does this reflect?
7. What is agricultural marketing?
8. Give the meaning of cold chain in agricultural marketing?
9. What is NSSO rural consumption study?

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

10. Explain in brief the 4 A's of Rural Marketing.
11. Discuss the importance of rural credit institutions in supporting rural marketing activities.
12. Explain in brief the concept and working of contract farming in India.
13. Illustrate the role of Public-Private Partnership (PPP) in rural marketing with a suitable example.
14. Describe the role of APEDA and Global GAP in promoting agricultural exports.
15. Briefly discuss two Government-led incentives for agricultural marketing.

PART-C

Answer any TWO questions out of FOUR. Each answer carries TEN marks.

[10X2=20]

16. Explain different rural media channels and suggest how they can be used effectively for promoting products in rural markets, with suitable examples.
17. Discuss the channels of distribution for agricultural products and identify the key challenges faced in agricultural marketing in India.
18. What do you mean by E-Rural Marketing? Discuss in detail the role of government and NGOs in promoting and strengthening E-Rural marketing practices.
19. Describe the key functions of cooperative marketing in India and evaluate the challenges leading to its slow progress using a suitable case example.

PART-D

Answer the following.

[16X1=16]

20. Case Study: Mahindra Samriddhi - Building Relationships with Farmers.

Mahindra & Mahindra (M&M) revolutionized the rural market by launching Samriddhi Centres, transforming their business model from a tractor manufacturer into a holistic provider of agricultural solutions. Central to this shift is the "Farming 3.0" philosophy, which focuses on empowering farmers through technology-driven productivity and sustainable practices to enhance overall profitability. Recognizing that rural prosperity drives their own growth, Mahindra moved beyond product sales to offer critical services such as soil testing, expert advisory, and farm equipment guidance. This "one-stop-shop" approach allowed the brand to build deep, long-term relationships with the farming community. To bridge the trust gap, the company deployed a mix of rural media and personalized communication, utilizing on-field demonstrations, farmer meetings, and local influencers to showcase tangible benefits. By conducting extensive qualitative research into crop cycles, income patterns, and farmer decision-making behavior, Mahindra gained the insights necessary to create a customized rural marketing ecosystem. This model successfully shifted the brand from a mere equipment vendor to a trusted partner in the farmer's journey toward prosperity.

Questions:

- a. Explain Mahindra's transition from a product manufacturer to a service-led agri-solution provider.
- b. Evaluate the role of personalized communication and field demonstrations in overcoming rural marketing barriers.
- c. Analyze how qualitative research into farmer behavior facilitated a holistic marketing ecosystem.
- d. Discuss how the "Farming 3.0" approach contributes to long-term brand loyalty and rural economic growth.
