62225

Reg. No. | | | | | | | | |

III Semester M.B.A. (Day & Evening) Degree Examination, March/April - 2022

MANAGEMENT

Rural and Green Marketing

(CBCS Scheme) (2019 onwards)

Paper : 3.3.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following each question carries **5** marks.**(5×5=25)**

1. Discuss the scope and potential of Rural Markets.
2. Discuss the necessity of Rural Market research.
3. Explain the problems of sales management in rural markets.
4. What are the general principles of rural marketing and its implication on Business?
5. Elucidate on Total Quality Environmental Management.
6. What are the Key Corporate Social Responsibility Areas? Explain?
7. What is the benefit of international organization for Standardization Standards?

SECTION - B

Answer any **Three** questions from the following each question carries **10** marks.**(3×10=30)**

8. Discuss the various marketing communication media in the context of rural marketing.
9. 'Rural consumers are fundamentally different from their urban counterparts'. Profile the Rural Consumer and discuss the influencers in Rural Markets.
10. Sustainability is crucial to create long - term high value. Discuss on the conditions for sustainability and strategies for actions.
11. Why the green marketing is trated as new CSR explain? Discuss the future of rural and Green marketing with illustrations.

[P.T.O.

SECTION - C

Compulsory case study: **(1×15=15)**

12. Agricultural extension is a national priority and support from the industry and other organizations are sought by the Government in this Endeavour. With the advancement of agricultural technology and liberal market scenario, the servie aspect needs reiteration and further strengthening. A group of specialized people in agriculture, particularly those who intent to take up export - oriented agri - business, will heavily depend on professionalized extension services for which they will be willing to pay. Some of the growers, through their associations like Seed Growers Association, Grapes Growers Association, have organized themselves for obtaining tailor made extension support. The large majority of small and marginal farmers will, however, look forward to the government system and mass media for access to information on latest technological advancements. Consultancy services in agriculture sector are popping up but buyers are mostly large organizations or affluent farmers. Mr. Sharma has a large grape growing vineyard in the Sholapur district Maharashtra, the crop is generally exported, and little is sold in the local markets in the past few years the crops exported are beig rejected in the Middle East Countries and Mr. Sharma is facing a strong financial crisis. He is looking at some expert advice on the cultivation methods, to regain his lost markets and future growth, the advice from the some of the experts has not yielded the desired results.

Questions :

1. What is the role of the service providers in the agriculture markets.
2. What in your opinion should be the course of action for Mr. Sharma to regain the lost markets.
3. Do you feel the agriculture services have a future in markets? Justify your answer?
