

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - IV
Sub.: Rural Marketing (MMM407)

Date : 30/12/2024**Total Marks : 60****Time: 10.00am to 12.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Indian scenario of rural marketing.
 2. Profile of a typical rural consumer (rural consumer behavior).
 3. Concept of regulated markets in rural areas.
 4. Durable goods & Services in rural markets
 5. Problems of rural retailers.
- Q. 2. Answer in detail (Any One) (10)**
1. Discuss Rural V/s Urban mindsets.
 2. What are the Problems and opportunities in rural marketing?
- Q. 3. Answer in detail (Any One) (10)**
1. What are the Bases for market segmentation?
 2. Analyze Rural marketing strategies.
- Q. 4. Answer in detail (Any One) (10)**
1. Explain the Development & Growth of organized retailing,
 2. Discuss the Introduction to agricultural credit in India
- Q. 5. Case study (15)**

ITC e-Choupal

ITC, one of India's leading diversified conglomerates, launched the e-Choupal initiative to address inefficiencies in the agricultural supply chain and empower farmers. The system connects rural farmers directly to the markets using internet kiosks placed in villages. Farmers can access real-time information about market prices, weather forecasts, and best practices for agriculture. This helps them make informed decisions, reducing dependency on intermediaries and improving profitability.

The initiative has transformed rural India by enhancing transparency and efficiency. For example, farmers who previously relied on middlemen for selling produce can now directly check market rates and sell their goods at fair prices. ITC also benefits by securing quality raw materials for its products, such as tobacco and food grains, directly from the source, reducing procurement costs.

Despite its success, e-Choupal has faced challenges, such as limited internet connectivity in remote areas and the need for constant training of farmers to use the technology. To address these issues, ITC continues to invest in rural infrastructure and partnerships to expand the reach of e-Choupal while empowering more farmers across India.

Questions:

1. What primary problem does ITC's e-Choupal initiative address for rural farmers?
 2. How does e-Choupal benefit both farmers and ITC as a company?
 3. What are some challenges faced by ITC in implementing the e-Choupal system, and how is it addressing them?
-