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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025/JANUARY-2026
SEMESTER - IV
Sub.: Rural Marketing (MMM407)

Date : 06/01/2026**Total Marks : 60****Time: 2.00pm to 4.30pm**

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

- Q. 1. Write Short notes on (Any Three) (15)**
1. Rural marketing
 2. Rural consumer behavior
 3. Psychographic segmentation
 4. E-rural marketing
 5. Rural Distribution Channels
- Q. 2. Answer in detail (Any One) (10)**
1. Compare the rural and urban consumer mindsets. How does this difference influence marketing strategies?
 2. Explain the major problems and opportunities in rural marketing. Suggest ways to overcome these problems.
- Q. 3. Answer in detail (Any One) (10)**
1. What are regulated markets in rural areas? Explain their structure and role in promoting fair trade practice
 2. Discuss the marketing strategies for FMCG, durable goods, and financial services in rural markets.
- Q. 4. Answer in detail (Any One) (10)**
1. Discuss its importance, challenges, and the structure of co-operative societies like NAFED and MARKFED in India
 2. Explain rural marketing strategies related to product, pricing, promotion, packaging, and distribution
- Q. 5. Case study (15)**
- ITC Limited, one of India's leading conglomerates, launched the e-Choupal initiative in 2000 to empower rural farmers. The project aimed to connect farmers directly with ITC through internet kiosks set up in villages, eliminating middlemen and providing real-time information on weather, market prices, and farming techniques. Farmers could access knowledge, get fair prices for their produce, and buy agricultural inputs online. Over time, e-Choupal also became a platform for rural communities to learn about health, education, and financial services. Despite its success, ITC faced challenges such as limited internet access in remote areas, low digital literacy, and the need for continuous maintenance of kiosks.

Questions:

1. Analyze how ITC's e-Choupal demonstrates the application of the 4 A's of rural marketing.
2. Discuss the marketing and social impact of e-Choupal on rural India
3. What challenges does ITC face in scaling the e-Choupal initiative, and how can they be addressed?