

MBA in AVCM Sem.-I Examination

IIS-7

Strategic Agro & Food Marketing

January-2024

Time : 2-30 Hours]

[Max. Marks : 70

Q 1 Develop a marketing mix strategy for any food product or food service of your choice. (14)

OR

Q 1 Explain consumer buying behavior process. (14)

Q 2 Explain different branding strategies (14)

OR

Q 2 Explain with the help of example relationship between Market Segmentation, Target Marketing and Positioning (14)

Q 3 Explain the concept of product mix with suitable example from food industry (14)

OR

Q 3 Introducing new product at regular intervals has become one of the key success factors for any company today. Thus, new product development process has become an important area for any company aiming at leadership position in the market. With this as a background, discuss the steps of the new product development process for companies. (14)

Q 4 Read the case and answer the questions given at the end of the case. (14)

Strategic Integration

A tomato processing factory had tried to involve small local farmers in tomato production by providing seeds, fertilizer and agro-chemicals but had been disappointed because the farmers had sold their crops through the local wholesale market and the factory had been unable to even recover the advances made.

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New management took over the processing factory. They decided that it needed to source its raw materials from the surrounding small-scale farmers. However, it needed to have a strategy to overcome the attractions of the higher priced local market for fresh tomatoes. After holding farmer meetings the company's approach was to provide training, technical support, hybrid seeds and other inputs to twelve farmers with 5 ha each. The aim was to sufficiently raise yields so that the farmers had to sell most of their crop to the processing factory.

As a result of new strategy, Yields of 150 tonnes per hectare were achieved, providing a total production of 9,000 tonnes. In the following year the area under production doubled.

When the farmers understood the technology and started to generate sufficient cash to pay for their inputs, the processing factory no longer needed to provide credit or technical support. The growers supplied both the local market and the factory.

Questions:

1. Discuss the main problem of company, while dealing with contract farming?
2. According to you how strategy adopted by new management helped company and farmers?

OR

1. Discuss the problems in agri supply chain.
2. Give your suggestions to improve the steady supply of raw materials to the processing company?

Q 5 Answer in brief: (any **Seven**)

(14)

- (1) Any two points of difference between selling and marketing.
- (2) What is unwholesome demand in food products?
- (3) Types of brands
- (4) Any two factors affecting pricing
- (5) What is geographic market segmentation?
- (6) What is product positioning?
- (7) Two advantages of marketing research.
- (8) Agri value chain

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