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| **SESSION** | **July 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DRMM403 & Rural retailing** |
| **CREDITS** | **04** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 MARKS EACH** |

**Assignment Set – 1**

**1. What are the recent trends which have changed the agriculture sector. Explain. 10**

**Ans 1.**

Here are some of the prominent trends that have been reshaping the agricultural sector:

1. **Precision Agriculture**: This involves the use of advanced technologies, including GPS, IoT devices, and drones, to monitor and manage crops. It allows farmers to apply inputs like water,

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**2. Explain in detail the process of preparing an Agri business plan. 10**

**Ans 2.**

Preparing an agricultural business plan is a crucial step for anyone looking to start or expand a farming or agribusiness venture. A well-thought-out business plan serves as a roadmap, helping you define

**3. What is rural marketing? Explain the concept of segmentation, targeting and positioning in the context of rural market with the help of examples. 2+8**

**Ans 3.**

Rural marketing refers to the process of promoting and selling products or services in rural areas, which are characterized by lower population density, lower income levels, and a different set of consumer preferences and buying behaviors compared to urban areas. It involves understanding the unique challenges and opportunities presented by rural markets and tailoring

**Assignment Set – 2**

**1. Discuss in detail various stages of rural production planning and control. 10**

**Ans 1.**

Rural production planning and control involve the process of efficiently managing agricultural and other rural production activities to ensure optimal resource utilization, timely production, and quality output. These processes are crucial for sustaining rural livelihoods and ensuring food secur

**2. Describe different environmental forces affecting the agribusiness in Indian context.10**

**Ans 2.**

In the Indian context, agribusiness is influenced by a variety of environmental forces, including natural, socio-cultural, economic, political, and technological factors. These forces shape the agricultural landscape and significantly impact the agribusiness sector. Here are some key environmental force

**3. What is value chain? Discuss in detail different stages related to agribusiness value chain. 2+8**

**Ans 3.**

A value chain is a concept used in business management and economics to describe the full range of activities that a company or industry undertakes in order to create and deliver a product or service to the end customer. It encompasses all the processes and activities involved in adding value to a