

MBA (Semester—IV) Examination
RURAL MARKETING
Paper—MBA/4205/SM

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Define Rural Marketing. Discuss the evolution and scope of rural marketing. 14

OR

- (b) Explain the nature of rural marketing. Also explain the factors that have made rural market attractive. 14

SECTION—B

2. (a) Discuss the model of consumer behavior with reference to rural consumer. 7
(b) Resident of small village having farm of 30 Acres wants to purchase motor bike; which factors may influence his decision making process? 7

OR

- (c) What is Brand Loyalty? To what extent it is important for rural market? Comment. 7
(d) Products like carpet and furniture are expensive. However the products of different manufacturers have few differences. As carpet and furniture reflect consumers' social status and their style, the consumers may be delighted by these products or showing dissonance. As a marketing expert you are required to reduce this dissonance, since consumers face great difficulty as carpet needs more maintenance in rural part of India. 7
3. (a) Discuss the functions of Internal reporting system. 7
(b) ABC Ltd., a footwear company wants to launch its new product catering to rural school children and wants to understand the current buying behaviours of their parents; prepare research plan for the same. 7

OR

- (c) Discuss the rural versus urban marketing research. 7
(d) You are required to collect the data from rural market where more than 80% customers are illiterate. What innovative tools will you use for data collection? Explain minimum 2 such tools with illustrative examples. 7

SECTION—C

4. (a) "Using containers for packaging can increase rural customer base". Comment. 7
(b) Discuss the merits and demerits of competition base approach of pricing strategy in rural market. 7

OR

- (c) What are the benefits of effective product strategy? Explain each in short. 7
(d) "Product durability is an important parameter for product designing strategy". Comment. 7

SECTION-D

5. In 1959, Pidilite Industries decided to enter into the adhesive or white glue market. Glue is primarily consumed in wood working. Pidilite captured approximately 60% market share.

The company decided to enter the retail market with the product under the brand name Fevicol. It designed collapsible tubes in different sizes in order to cater to the different segment of customers.

Pidilite has launched several initiatives to support carpenters. Fevicol Champion's Club, which helps carpenters to increase their social contact and improve their life style. The brand has built strong brand equity over the years.

The brand portfolio has been handled by O & M. The creative strategy has been to make bonding a Fevicol attribute. O & M won the campaign of the century silver at the 2000 Abby Awards for their Fevicol advertisement.

Some of the famous punch lines in Fevicol ad are like "Pakde Rahana Chodna Nahi", "Jor Lagake Haisha" etc. Today Fevicol brand is a part of every Indian's vocabulary :

Questions :

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| (a) Analyse the case. | 4 |
| (b) "Fevicol is advertised on emotional and social platform not on technical one". Is it justifiable? Explain. | 5 |
| (c) What other promotional measure will you suggest to make Fevicol products more popular? | 5 |