

The Bus showcased popular internet services including search, e-mail, social marketing, maps and others. The Internet enabled bus focused on four themes—Education, Information, Communication and Entertainment. It was loaded with useful and informative content in English and Tamil.

Google's aim here was to showcase how the internet could make everyday life simple. Updates of the Bus travel plans were regularly posted on the website created to showcase the initiative.

- (a) Analyse the promotional strategy of Google of using Rural-centric non-conventional media like VAN ? 7
- (b) Explain the rural distribution network to popularise the internet services among rural consumers. 7

M.B.A. (Semester-IV) New 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) "Future lies in rural markets." Discuss with illustrations. 14

OR

- 1. (B) How do you define the word RURAL and Rural Marketing ? Describe how rural has been defined by different organisations ? How should marketer tackle the huge diversity seen in Rural Market ? 14

SECTION—B

- 2. (A) What are the main factors influencing consumer buyer behaviour in Rural Marketing ? 7
- (B) Mr. Amitabh Bachchan promotes Himani's Navaratan Oil in Rural attire and Rural consumers are convinced of its quality. By considering this

example, explain the importance of personality and self concept as personal factor in Rural Consumer Behaviour. 7

OR

2. (C) What is reference group ? Describe the different reference groups in Rural Markets. 7
- (D) If a farmer wants to buy a tyre for his tractor, what according to you would be the factors that will influence his decision ? What will be the decision making process followed by him ? 7
3. (A) Suggest guidelines for rural research investigators. Identify the factors that influence the choice of sample in the rural market. 7
- (B) A leading hair oil company wants to launch its new product catering to rural women, and therefore wants to understand their current behaviour. Prepare a research plan for the same. 7

OR

3. (C) Briefly describe the importance of multi-attribute segmentation in rural market. 7
- (D) Tata Motors launched its Mini truck (Commercial Vehicle) 'ACE' and positioned it as "Chhota Hathi". This positioning statement was a huge hit and helped the company to create a distinct place for itself in the minds of the consumer. Critically evaluate the "Small is Big" statement of ACE in Rural Market. 7

4. (A) Explain the concept and significance of pricing in rural market context. 7
- (B) Identify two products each in the successful and failed categories in rural markets, and discuss the factors that contributed to their success and failure. 7

OR

4. (C) "Needs remain static but products vary." Discuss bringing in the social, cultural, technological influences in rural market. 7
- (D) Prepare a report on the pricing strategies of selected consumer durable companies in rural market. 7

SECTION—C

5. In 2009, Google India launched a unique initiative to educate rural population in India about the Benefits of the Internet. Called, 'The Internet Bus', the project was designed to extend web access to different small towns and rural areas across India, giving people an opportunity to experience the Internet first hand. The Bus took off from Chennai, headed to Vellore, and covered most small towns in the state of Tamil Nadu in a span of six weeks.