

M.B.A. (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) Discuss and differentiate the marketing scenario in Urban and Rural market of India with relevant examples. 14

OR

- (b) What are the various challenges faced by Rural Marketers ? Explain the various perspectives of it. 14

SECTION—B

2. (a) Discuss the Innovation Adoption process for newly launched brands in Rural Market. 7

- (b) Help out ORG-IMS, a Consumer Research company in analysing the various behaviour patterns of purchasing FMCG brands in Rural Market. 7

OR

- (c) Discuss the various dimensions of Rural Consumer behaviour with the help of relevant examples. 7

- (d) “Decision Process for purchasing premium brands is very slow in Rural Consumers.” Justify with illustrative example. 7

3. (a) Discuss the selection procedures to attract New markets in Rural India for Rural Marketers. 7

- (b) Analyse and guide to Somanto : a seed manufacturing company for its products to segment across various bases in Rural Area of Vidarbha. 7

OR

- (c) Discuss the various strategies to Target and Position FMCG brands in Rural Consumers with the help of examples. 7

- (d) Help out Cygnus, an IT based company in designing the Information System for the Purchase behaviour of Rural Consumer in Ready to Eat Food Product Category. 7

SECTION—C

4. (a) Discuss in detail the various Pricing strategies used in Rural Markets. 7
(b) Explain the structure of Competition in Rural India. 7

OR

- (c) Explain the process of Brand Building in Rural India with examples. 7
(d) Identify and discuss the Rural Product Categories in Soft Drink Market. 7

SECTION—D

5. Safedi one of the leading brands from last 10 years in Detergent Powder category is losing its market share because of the Roshni brand, a new brand launched in the same category at a competitive price, aggressively advertised and strongly promoted in the target audience category of Detergent Powder. Though Safedi is having a strong brand equity but is losing its market share to Roshni Brand. Now Brand Manager of Safedi is sitting in his office and trying to develop a new marketing strategy to regain the lost market share.

Questions :

- (1) Analyse the case. 3
(2) Discuss the promotional strategy of “Roshni Detergent” towards rural consumers. 4
(3) Help out Brand Manager of Safedi to create a separate marketing strategy for Rural Markets. 7