

AQ-1389

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 full marks.

SECTION—A

1. (A) How does rural marketing differ from urban marketing ? What qualities should rural marketer possess ? Discuss. 14

OR

- (B) "Rural marketing is gaining recognition as growing profession and rewarding career for your management students and Executive" Illustrate with an example. 14

SECTION—B

2. (A) "Rural consumers are brand loyal." Evaluate the statement and examine the innovation adoptability of rural consumers. 7
- (B) Discuss the purchase processes and suitable marketing actions in case of the Solar Water Pump for well in agriculture farms. 7

OR

- (C) Discuss the changes in consumer behaviors in response to environmental changes. 7
- (D) Design questionnaire for young men and women living in rural areas to know the life-styles and aspirations. 7
3. (A) Explain the significance and sources of information for decision making with reference to rural market. 7
- (B) Discuss how the following brands can be positioned in the Indian rural market :
- (1) AXE—Men Deodorant.
- (2) Lakme—lipstick for Women. 7

OR

- (C) What is target marketing ? How do you segment and decides, market coverage strategies ? 7
- (D) How will you conduct market research for the LAP-TOP in rural market ? How it will be different in Urban market ? 7
4. (A) Explain the innovation strategies being adopted by Indian companies to attract rural consumers. 7
- (B) Prepare a report on the pricing strategies of selected FMCG companies :
- (1) Procter and Gamble (I) Ltd.

Because of all above efforts, sales of Hero Ltd. in rural areas has gone up by 5 to 7 % every year. The overall company has grown up by 12 % as against the competitors.

Questions :

- (1) Explain the features of “Sell and not tell” and. “See and experience” schemes. 3
- (2) Are there any missing links in the distribution plan of Hero Ltd ? 4
- (3) What suggestion would you offer to make it even more effective ? 7

(2) Unilever India (P) Ltd.

7

OR

(C) Explain the significance of pricing in rural marketing. How it is different in Urban market ?

7

(D) One of Multinational Companies is interested to launch shampoo product exclusively for rural market, how they will design the product strategy ? Justify your answer.

7

SECTION—C

5. In 2013, Hero Ltd. set up exclusively rural division for the penetration in small towns and villages in India. They have increased number of outlets selling and servicing the product. The company has appointed dealer at district place and under him "authorised representatives" appointed at taluka places for sales and services, company provides guidelines to the "authorised representatives".

Mr. Sandeep, owner of Vijay Motors, Dealer of Hero Ltd. in one of districts appointed 13 authorised representatives across the district. By taking help from authorised representatives Mr. Sandeep arranged the promotional activities like service camps, arrange loan mela. The sales of the motor bikes increased

substantially in rural market. Most of villagers avail the after sales services with authorised representatives.

(A) Sell, not tell :

Hero Ltd. believes more on word of mouth publicity rather than advertising and hence their sales representatives started visiting to small village and meeting to community leaders, sarpanch, school teachers ---- anyone who plays the role in shaping the buying decision process. Rather than sales pitch, they started answering to each questions of the users/buyers. They were mostly content sitting and chatting with village folks.

(B) See and experience :

Hero Ltd. believes that to convince village buyers that there is no better deal available. For that they paste pamphlet/brochures, price list ---- on tailer shop, tea shops, panchayat office ---- etc. They organized sales camps, kept the bikes for demo, rides (free), for touch feels, etc. Once this process was over of test drives, villagers raise the queries and answered by sales representatives. They create awareness campaign on safety measures like wearing of helmets, Engine maintenance, role of R.T.O. ---- etc.