

AS-811

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) How does rural marketing differ from urban marketing ? What qualities should a rural marketer possess ? 14

OR

- (B) Discuss the challenges in front of rural marketer. What potential is required to become a successful rural marketer ? Discuss. 14

SECTION—B

2. (A) Discuss various unique dimensions of Indian rural consumer behaviour. 7
(B) Nowadays debit card is provided with every saving bank A/c in rural banks. But till today rural population never makes use of this facility provided by banks. Discuss the scenario in context of technology and innovation adoption in rural markets. 7

OR

- (C) "Rural consumers are not brand loyal." Do you agree ? Explain. 7
(D) If a farmer wants to buy an electric pump for well in his farm, what according to you would be the factors that will influence his decision ? What decision making process is followed by him ? 7
3. (A) Discuss the importance of information in marketing decision making. 7
(B) Raj, the head of the marketing division of the personal care products division of Sindhu Pvt. Ltd., became curious to know whether the rural market have changed so much. To collect the data from rural market 10 management students are identified by him. You are required to develop the questionnaire to collect the related data by these management students. 7

OR

- (C) Discuss the role of secondary data sources in rural marketing research. Elaborate your answer with one example. 7
(D) Eveready (I) Ltd. desire to endorse "Area Light" from lighting product into rural areas because of heavy load shedding. Discuss in what possible ways a company can attract the market. 7

SECTION—C

4. (A) 'Small pack size a way to popularize product in Rural India.' Explain. 7
(B) Explain the concept and significance of pricing. 7

OR

- (C) Branding with terms (for example : Sarpanch, Ujala,....etc.) is very effective in branding. Identify few such examples and comment. 7
(D) Identify the product-life-cycle stage of smart phone in rural India and explain the strategies adopted by few companies. 7

SECTION—D

5. Hyundai Motors, India has been strategically targeting rural market from 2013. It has been one of the most effective players in passenger car industry. The company aims to sell 2,00,000 cars per annum in rural areas. Maruti Hyundai has launched a Panchayat scheme for opinion makers covering village Sarpanch, doctor and teachers. Extra discount is given to make a sale.

To communicate to and attract potential customers, various types of Melas are organized. Company has also planned to take the advantage of social activities, Gramin Mahotstav to attract the customers.

The company launched non-traditional network for maximising coverage with cost effective approaches.

Dealership is also given in nearby town to add the outlets in main dealership. Residential dealers and sales executives are also motivated to announce its plans in rural areas.

Questions :

- (1) In the light of the expansion goal, evaluate the promotional mix of Hyundai Motors, India. 7
(2) Is the promotional mix consistent with the marketing mix ? Discuss. 7