

AU-1651

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) Define Rural Marketing. Explain the various changes the rural marketers are witnessing nowadays in the changing marketing scenario. 14

OR

- (B) Discuss the major changes between urban and rural market. How do factors like social class, reference groups and lifestyle vary between urban and rural markets ? 14

SECTION—B

2. (A) Discuss the major differences between urban and rural market research with the help of relevant examples. 7

- (B) Having identified the rural marketing potential on consumer survey, Su-kam a leading solar brand wants to market its rural products as solar cooking gas stove in rural market. Help out Su-kam in preparing rural marketing strategies. 7

OR

- (C) Evaluate the hierarchy of markets for rural consumers. 7

- (D) Help out ORG-IMS in studying the various behavioural patterns of rural consumers for technology based products. 7

3. (A) Discuss the importance of decision support system in rural markets. 7

- (B) What specific recommendations will you give to Tata Teleservices to position its products in rural consumers for its broad band services ? 7

OR

- (C) Discuss the various parameters used by rural marketers to segment its products in rural market of India. 7
- (D) Help out ICICI Bank to attract new and emerging rural markets across Maharashtra to market its financial products and services. 7

SECTION—C

4. (A) Explain the structure of rural markets in the light of competitive product strategies in India. 7
- (B) Explain the various product strategies for rural markets. 7

OR

- (C) Discuss the policies and strategies for pricing policies in rural market. 7
- (D) Product mix in FMCG market is yet to achieve a big success in rural market of India. Explain. 7

SECTION—D

5. Swacch Bharat Mission was aggressively promoted towards the Rural Audience at its Launch Phase in order to segregate the dry and wet waste on daily basis. All the media options were explored and utilised for promotion as per the profiling of Target Audience in Rural India. But over the period of time as the promotion got reduced by Government of India towards rural India, rural public has also declined their interest towards Swacch Bharat Mission and got failure in some part of rural India. Now Government of India is thinking to re-launch it again with aggressive promotion for the longevity of campaign.

Questions :

- (1) Analyse the case. 3
- (2) Discuss the reasons in change of interest of rural public towards “Swacch Bharat”. 4
- (3) How Government of India should promote and re-launch the Swacch Bharat Mission campaign in rural India to be a big success ? 7