

4. (A) Discuss any three types of product classification in rural market. 7
- (B) Economic environment and government policies are influencing the pricing strategies of the company related to premium products selling their products in rural market. You as a CEO of the company what pricing strategies will you suggest related to Jewellery ? 7

OR

- (C) What are the different pricing methods for quality products ? Explain perceived-value-pricing in rural market with example. 7
- (D) Tooth paste and shampoos are now a days used regularly by rural sector. It indicates the change in life-style and improvement in economic level of the rural people. You are required to identify the factors that will influence the pricing strategy for toothpaste and shampoo. Justify. 7

SECTION C

5. Hundai Motors India launched a new promotional scheme "Hundai Ustav" to boost sales in rural areas and tier-III cities across the states. The

AR - 1252

Fourth Semester Master of Business Administration
Examination

RURAL MARKETING

Paper - MBA/4205/SM

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[Max. Marks : 70

- Note : (1) All questions are necessary.
(2) Figure to right indicate Marks.

SECTION A

1. (A) Make a classification of the rural market and identify the major players in each category of Rural Market products. 14

OR

- (B) How does rural marketing differ from urban marketing ? What qualities and strength should a rural marketer possess ? 14

SECTION B

2. (A) Discuss the important steps in "buying decision process" of rural consumers. 7
- (B) The moderate response for new tractor of Mahindra Company has made Mahindra

AR - 1252

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AR - 1252

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explore opportunities and limitations in the rural area. Investigations have revealed that farmers depend on opinion leaders for more information as well as confirmation of the truth in the claims made by marketers. A series of deliberations on the design and performance of the tractor led the company to identify the root cause of the problem. The problem was in the wrong perceptions of customers about the tractors hydraulic system. You as the company responsible, what solution will you suggest to Mahindra and Mahindra to tackle this problem? 7

OR

- (C) Discuss the factors that influences the final choice in purchase decision of rural market products. 7
- (D) Henko failed in Maharashtra because the name sounds like "Hey Nako" which means "no". Giving a brand a negative connotation in Marathi. Dabur's health toothpowder containing tulsi failed. The use of tooth powder involves spitting, spitting tulsi was considered a misuse of sacred in the rural areas. You are required to suggest the remedy to change this perception of the rural customers. 7

3. (A) Discuss the significance of information in strategic decision making for rural marketing. 7

- (B) The conventional research tools are not proved to be effective in the rural markets, What new, simple and easy to understand tools and techniques will you suggest to collect the data from rural sector ? Explain. 7

OR

- (C) What is demographic segmentation ? Discuss with illustrative example in the light of Rural Market. 7
- (D) Today the face of the rural areas is a new youthful one. A large number of educated, ambitions youths are discarding their traditional outlooks and opting for modern education, careers and even appearances, Even among the families this change is visible with the youth shedding its traditional dhotis for modern denims showing preferences for branded watches and cosmetics. You are required to design the campaign to target this new generation for consumer durable products for Penetration in rural market. 7

initiatives was kiked off in over 50 venues to reach the prosperous farmers, money lenders, members of the business community, private companies, government employees, doctors and lawyers accross all non-dealership towns to create awareness about the Hundai brand. The local wholesale marketplace or the mandi that witnessed a large daily gathering of people was the venue in many places. In order to facilitate rural financing, the company tied up with various public sector banks offering a deeper network in rural villages. Well trained activation teams were stationed across all the locations to supervise the entire activity, attend to visitors, offer test drives, educate consumers about loans and schemes and also collate consumer data over a period of about 45 days.

Earlier Hundai has launched "Ghar Ghar Ki Pehchaan" a first of its kind initiative from an auto makers in the nation. Hundai Motor offered special schemes on its Santro model to Govt. officials in rural areas and members of the Gram Panchayat. Through this special rural scheme Hundai Motors India planned to reach at least 58% of Indian villages with a population of 1000 or more. Arvind Saxena, senior vice-president sales and marketing, HMIL observed "Rising rural incomes, healthy agricultural growth,

boost in demand, tremendous growth in rural infrastructure and growing consumerism have opened up new avenues for automobile manufactures. He said, 50% of the 220 million rural house holds are potential car buyers.

Questions :

- (1) How Hundai Motors India Limited found marketing opportunities in the rural area ?
Explain. 7
- (2) Design the communication strategies and promotional mixes for Hundai for tier-III Cities and rural market. 7

