

AT-1459

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 indicate full marks.

SECTION—A

1. (a) Explain in detail the factors that have made rural market more attractive in last decade. 14

OR

- (b) What are the various challenges faced by manufacturers in developing rural market in India ? Differentiate between Urban and Rural market. 14

SECTION—B

2. (a) How do you explain the differences in consumer behaviors based on individual characteristics ? 7
- (b) Design the questionnaire in rural areas to understand consumer behaviors with respect to Smart phone (Handset). 7

OR

- (c) Explain the buying behaviours based on two factors :
- (a) Degree of involvement
- (b) Time spent. 7
- (d) Develop the consumer behaviour model for Mini Tractor—A tractor of 15 H.P. Engine capacity. 7
3. (a) “Marketing approaches vary with degree of segmentation.” Discuss with reference to rural market. 7

- (b) One of the renowned educational institute is interested to start CBSE–English Medium school in developing villages. If they appoint research agency for above table, how research agency will prepare a research report for educational institute. Explain. 7

OR

- (c) Explain key decision involved in rural market research. 7
- (d) Analyse the segmentation, target marketing and positioning for soft drinks in rural market. 7

SECTION—C

4. (a) Explain the factors that influence the pricing decision process with reference to rural market. 7
- (b) Which factors will you consider for product augmentation with reference to rural market ? 7

OR

- (c) Explain how packaging can make a product appealing to customer for rural market. 7
- (d) Identify various factors that influence pricing strategy for rural products. 7

SECTION—D

5. Radha Tiles (I) Ltd., well known company manufacturing tiles, understood the tremendous potential rural market since Government has introduced “Awas yojna”.

They have introduced scratch proof and fire resistant tiles either in two standard size large and small. They were facing main competition from local manufacturers who only manufactures fire resistant in small size only. The Radha tiles were price Rs. 70/- for large were Rs.45/- small tiles. The local manufacture priced Rs. 30/- per tile. The company decided that the target profit be Rs. 10/- per piece irrespective of size. The margin were kept for dealer is around Rs. 25 and Rs. 18/- respectively for large and small size tiles.

The target buyers of the company includes middle and upper income group in villages they preferred for rural housing as well as for rural institutions like schools, hospital, panchayat offices etc.

The company has decided to distribute tiles through company stockist the dealer identified as from cement and hardware. It is basically a three tier distribution system introduced by the manufacturers. Minimum quantity of purchase is the condition of lifting introduced by stockist for retailers. Hence if retailer lifted more volume then and then only transportation cost was less.

Promotions is limited to wall painting and P.O.P. material at the outlet of company stockists.

The irritants in the way of expansion of sales are :

- (1) Company tiles and local tiles are of same colour making identification difficult for the rural customers.
- (2) Rural customers were not able to differentiate, why price of company tiles more than local brand.
- (3) The transportation cost are high for the rural retailers, managing operating cost, put together the cost may result in losses for the retail outlet as the end prices are fixed and retail margins are low.

Questions :

- (a) Do you advice the company to lower the price to expand sales ? Justify the answer. 7
- (b) What kind of promotion strategy do you advocate ? Justify the same. 7

