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10MBAMM415

Fourth Semester MBA Degree Examination, June 2012
Rural Marketing

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Define rural marketing. (03 Marks)
b. What are the major problems in rural India? (07 Marks)
c. Differentiate between Rural and Urban markets. (10 Marks)
- 2 a. What are the challenges for markets in rural India? (03 Marks)
b. Explain the factors influencing rural consumer behaviour. (07 Marks)
c. Discuss the various factors affecting rural marketing environment. (10 Marks)
- 3 a. What are the constituents of rural market? (03 Marks)
b. Write the characteristics of rural consumer. (07 Marks)
c. Discuss the attributes of rural researchers in identifying suitable places for conducting research and explain the limitations of rural research. (10 Marks)
- 4 a. Who are the major opinion leaders in rural areas? (03 Marks)
b. Discuss the rural product-categories. (07 Marks)
c. Describe the basis of segmentation in rural markets. (10 Marks)
- 5 a. What are fake brands? (03 Marks)
b. Explain brand building in rural India with examples. (07 Marks)
c. Discuss any two emerging distribution models. (10 Marks)
- 6 a. Write a note on Haats. (03 Marks)
b. Briefly discuss about non-conventional media in rural markets. (07 Marks)
c. Write short notes on Video Vans and Mandi? (10 Marks)
- 7 a. What is stickiness? (03 Marks)
b. Explain the structure of competition in rural India. (07 Marks)
c. Describe the future of rural marketing in brief. (10 Marks)

8 Case Study:

A company producing a complete range of consumer durables has decided to promote the following products in Rural market:

- i) Pressure cookers
- ii) Mini generators
- iii) TV sets
- iv) Sewing machines.

What are the non-conventional media options that you would suggest to the company as a rural marketing consultant, in each case and why? (20 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.